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Tide

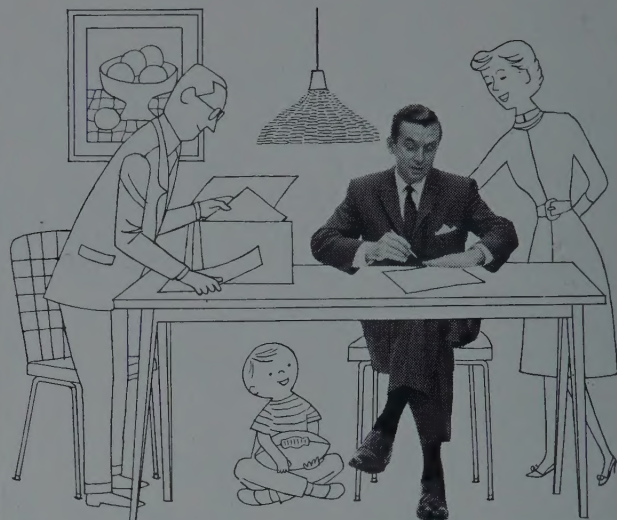
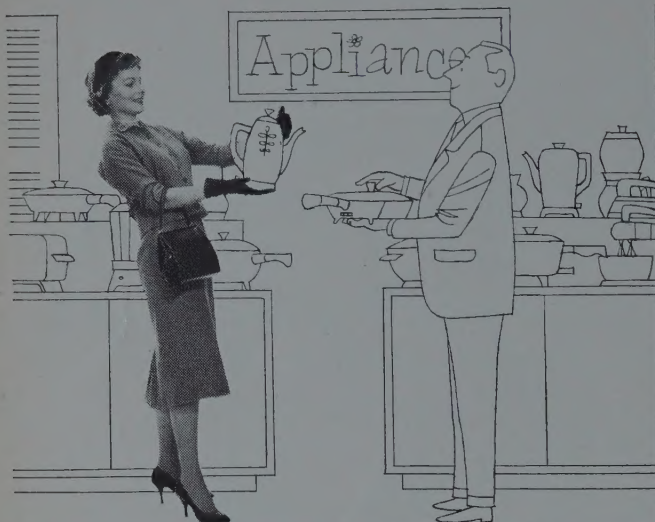


The advertising administrator, part II

The Bristol-Myers-Young & Rubicam team

University of Illinois
Navy Pier
Chicago 11, Ill.
7 9/59 N 4278
P. O. # UDC-P 2224

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The 15½ million family members who enjoy Better Homes and Gardens each month (including husbands as well as wives) are thirsty for ideas about living better and how to go about it. And that's exactly what they find in their favorite idea magazine.

Every single page of Better Homes and Gardens is devoted to family service. And what a wide, wide world of

interests that covers—at home, and away from home, too!

More and more advertisers are discovering the tremendous sales power of BH&G's brand of what-to-do and where-to-get-it ideas. Want proof? See your Better Homes and Gardens representative! *Meredith of Des Moines...America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,600,000 COPIES MONTHLY

Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

A SPECIAL ANNOUNCEMENT p. 17

Agency-client budget control at Young & Rubicam and

Bristol-Myers: part II of TIDE'S Ad Administrator series p. 25

A case history in advertising management: how the nation's third biggest advertising agency and one of its clients control and administer the ad budgets for two top consumer products. On the cover (left to right): Y & R assistant treasurer Paul Muller, Bristol-Myers ad controller Bill Baumgardt, Y & R client budget coordinator Paul Bonin, B-M ad controller Keith Olds and B-M assistant treasurer Alfred H. Siemers. (Cover and story photographs by Nicholas Amplo.)

Are you missing a major market? p. 30

Advertisers may be overlooking a large market — blue collar wives. Here's a survey of the needs, habits and thinking of this group and here are some suggestions for appealing more directly to them.

Are you paid enough? p. 34

A large percentage of the TIDE Advertising Executive Leadership Panel are satisfied with the way their salaries have increased during the last two years. How does your salary compare?

Dorothy Diamond visits the house of Dichter p. 39

Want to live longer? p. 42

Dr. Harry J. Johnson, senior attending physician at French Hospital and president of the Life Extension Foundation, says admen are no less healthy than any other group of executives.

Lester Leber selects Pandora p. 46

Wall Street Looks at Advertising p. 52

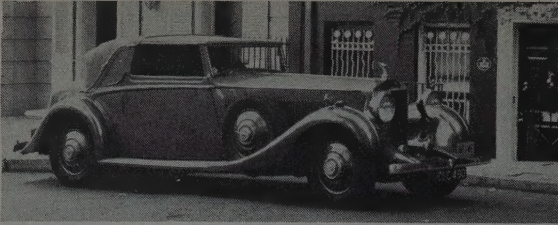
SEC Regional Administrator Paul Windels Jr. looks at advertising and explains the SEC's tight rules on stock offerings, but he insists not all stock ads need be dull.

Retailing in the 1960's p. 55

What will the next decade hold? Here are some answers by top executives of a major Manhattan buying office, Frederick Atkins, Inc. to questions on distribution patterns, retailing markets and new products.

every issue

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Worth Repeating	13	41	Public Relations
Ebb & Flow	14	44	Advertising to Industry
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Own this Classic Rolls-Royce, \$4,860

Rare 1935 Phantom II drop-head continental tourer. Custom coachwork by Mulliner. African burl walnut interior—lined with ivory. Original leather upholstery. Exterior finish, two tone bronze polychromatic cellulose. Preserved in

original condition at R-R works in Derby. Six deep tread tires. Foot-operated central lubrication system. Built in jacks. Chrome hardened tappet modification carried out. Leather bound operating manual. Complete history.

24 other classic cars from \$1,800. Prices f.o.b. New York

1928 BUGATTI TYPE 35B

1934 ALFA ROMEO CONVERTIBLE

1939 LAGONDA LG 6 CONVERTIBLE

1939 ROLLS-ROYCE PHANTOM III SALOON

1930 BENTLEY SPEED SIX ROADSTER

1933 LANCIA LAMBDA TOURER

1938 MERCEDES BENZ

1931

Write or call New York representative

CLASSIC CARS

585 East 72nd Street • New York, New York

Selling.

CLASSIC CARS + LTD. 585 East 72nd Street • New York 21, N. Y. • YUkon 8-5588

January 22, 1959

This three-tenths page advertisement in the January issue of **SUBURBIA TODAY** brought in over 100 inquiries, many by long-distance telephone — and this unsolicited letter from the President of Classic Cars, Ltd., New York.

Mr. Leonard S. Davidow
President and Publisher
Suburbia Today
153 North Michigan Avenue
Chicago 1, Illinois

Dear Mr. Davidow:

You will be interested to know what has happened following our advertisement in the first issue of Suburbia Today. As you recall we featured a 1935 Rolls Royce at a price of \$4,860.

We have been astonished. Already we have received well over 100 specific inquiries from this advertisement — and all of them are from valid prospects. As an indication of the type of people who are responding, many of them have contacted us by long distance telephone from all over the country at their own expense. We think this is a true expression of interest from substantial citizens.

These inquiries have so swamped our small organization that it will take us some time to add to our stock of Classic Cars. When we do rest assured that we will be back in touch with you.

Sincerely,

CLASSIC CARS, LTD.

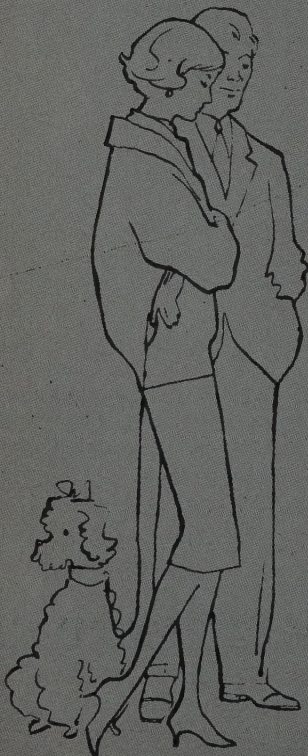
President

Suburbia Today

—The magazine of pleasant places T.M.

Leonard S. Davidow, Publisher

ROLLS-ROYCE • BENTLEY • ALFA ROMEO • MERCEDES-BENZ • BUGATTI • ASTON MARTIN • ISOTTA
DELAGE • HISPANO-SUIZA • DAIMLER • LAGONDA • JAGUAR • LANCIA • TALBOT • MAYBACH-ZEP



5,000 AUTOMOBILES?

*Selling \$50,000 yachts? ... \$500 Hi-Fi sets?
60c Crab Meat? ... or 89c T.V. Dinners? ... 15c soups?*

Whatever you sell, you can sell more in the Wonderful World of

Suburbia Today

THE MAGAZINE OF PLEASANT PLACES

T.M.

NO QUESTION ABOUT IT. The "hottest" market for quality products today is in America's booming suburban communities where modern shopping centers, giant supermarkets, smart stores and show rooms are ringing up gigantic record sales increases.

AND WHY NOT? This wonderful world of SUBURBIA TODAY with its concentration of high-income, home-owning, multi-car-owning families is the world of home-centered activities for families with a flair for finer things – and more things. It is the world of families whose discerning tastes are matched by their ability to buy for greater needs. *It is America's most responsive market.* This is the World of SUBURBIA TODAY.

Distributed by 175 selected suburban news-

papers, SUBURBIA TODAY offers advertisers concentrated coverage in depth of 438 top-rated suburban communities—outstanding shop-at-home suburbs in the country's leading metropolitan centers.

It offers advertisers an unprecedented opportunity to concentrate their sales message on today's most fertile market with maximum impact and results. SUBURBIA TODAY follows the most alert retailers into the golden land of preferred customers.

If SUBURBIA TODAY is not already high on your media list, let us show you why it should be. Your representative has full information including the latest additions to the evergrowing list of outstanding suburban communities covered by SUBURBIA TODAY. Call him today.

Reaching 1,204,934 families in 175 top-rated suburban communities.

**153 North Michigan Avenue, Chicago 1
ANDover 3-1270**

NEW YORK 22: 405 Park Avenue, PLaza 5-7900

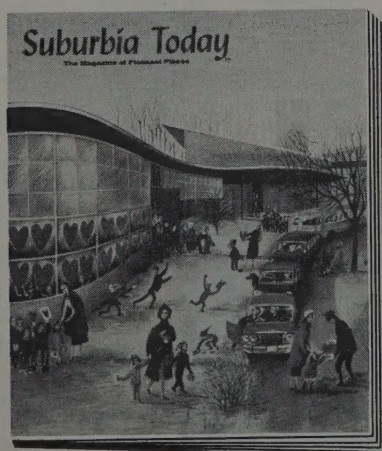
DETROIT 2: 3-223 General Motors Building, TRinity 1-5262

CLEVELAND 15: 604 Hanna Building, PRospect 1-4677

SAN FRANCISCO 7: Blanchard-Nichols, Assoc., PHillips & Van Orden Bldg.,
900 Third Street, YUkon 6-6341

LOS ANGELES 5: Blanchard-Nichols, Assoc.,
633 South Westmoreland Avenue, DUUnkirk 8-6134

MIAMI 32: J. Bernard Cashion, Chamber of Commerce Building, FRanklin 1-9941



*The smart,
monthly
colorgravure
magazine of
newspapers
in selected
suburban
communities*

Tide

Advertising Sales

Vice-President Sales... Randy Brown, Jr.

Western Advertising Director... C. E. Lovejoy, Jr.

Eastern Sales Manager... John C. Jones, Jr.

Regional sales manager... Theodore B. Breskin

Western Sales Manager... Tom McDonough

Asst. to Sales Vice-President... Cecelia Santoro

Promotion Manager... Joyce Rainat

Production Manager... Helen Dane

Division Offices

New York: 630 Third Avenue, New York 17, N. Y. YUkon 4-8400.

Chicago: 333 N. Michigan Avenue, Chicago 1, Ill. STate 2-1266.

Pacific Coast: Los Angeles, The Maurice A. Kimball Co., Inc., 2550 Beverly Blvd., DUnkirk 8-6178. San Francisco, 681 Market St., EXbrook 2-3365.

LETTERS

Hands Up

Sirs:

I enjoyed your article "Is Packaging in a Box?" in the January issue, but there were a few observations made which I did not entirely agree with.

After 25 years as a packaging design consultant there is one point on which a designer cannot compromise and that is in creating packages that provide consumer satisfaction. Certainly, he may be "torn between sat-

isfying his client, his client's agency and his own pride" as the article points out. However, he cannot afford to undertake the role of mediator between these important factions. The designer must prescribe the package that produces sales. That is his only objective.

Another point I would seriously question is whether any competent professional designer would create a package that is unproducible. Designers are just as aware of the engineering problems of a package as they are with its creative development. However, I can see this situation occurring when a commercial artist unfamiliar with engineering limitations is employed to handle a package. He may produce a work of magnificence, but it might be beyond the production capabilities of existing machinery.

Finally, I am indeed sorry that a few more pairs of hands were not available when you listed the names of successful package designers.

Alan Berni
President

(Continued on page 5)

Read-Me-First
power of four color process pictures on your ENVELOPE (and letterheads, too!)

FREE KIT when requested on business letterhead

Top quality . . . bottom prices

Colortone press
Color Stationery Specialists

2412-24 17th St. N.W., Wash. 9, D. C.

THOROUGH is the word for LUCE...

Since 1888, Luce has pioneered many advances in press clipping service to give its subscribers the most comprehensive and thorough coverage available. Now, again, Luce offers you two new services which are exclusive with us.

WRITE TODAY for any or all of these:

- (1) Booklet describing Luce's complete newspaper and magazine clipping service.
- (2) Copy of Luce Certified Newspaper list.
- (3) Copy of Luce Certified Magazine list.
- (4) Place your name on mailing list to receive bi-monthly Luce Newsletter regularly.

LUCE PRESS CLIPPING BUREAU

157 CHAMBERS STREET • NEW YORK 7, N. Y.

Telephone: BArcley 7-8215

New York • Chicago • Kansas City • Topeka

THE ONLY COMPLETE
NEWSPAPER AND MAGAZINE
COVERAGE FROM ONE BUREAU

NOW TWO EXCLUSIVE NEW LUCE SERVICES MAKE IT EVEN MORE SO!

LUCE PRESS CLIPPING BUREAU
DAILY & WEEKLY NEWSPAPERS LIST
FIRST EDITION
FALL 1955

LUCE PRESS CLIPPING BUREAU
TRADE & CONSUMER PUBLICATIONS LIST
SECOND EDITION
FALL 1955

CERTIFIED

CERTIFIED LISTS

We gladly furnish you with printed lists naming each of the 1,777 dailies, more than 6,500 weeklies, and 3,750 trade, class and general magazines we read regularly. All of these lists are certified by a registered CPA to make certain we receive all publications on them. If you know of any available paper not on our lists, we'll subscribe for and begin reading it within two weeks after you notify us. Many Luce clients use these lists for mailings—then they know the publications are checked.

TWO-EDITION READING

A recent survey showed that close to half...48.2% to be exact...of all stories do not run throughout all editions. In order to make sure that clips important to you are not missed when new editions go to press, we check both the EARLY and LATE editions of the top 300 metropolitan dailies. Clearly printed in different colored inks, captions on which these clips are mounted also state from which edition they were taken. There is no increase in the monthly reading service charge for this extra feature.

LUCE PRESS CLIPPING BUREAU
New York City
Chicago • Kansas City
Early Edition
NEW YORK N. Y. TIMES
Circ. D. 570,717
E. 1,168,844
JAN 2 8 1959

RIGHTS CASE ON TODAY
Ex-Judge to Face Contempt Charge in Veto Inquiry
MONTGOMERY, Ala., Jan. 28 (UPI)—Former State Circuit Judge George C. Wallace cut Judge George C. Wallace tomorrow on a charge of contempt for trying to block an inquiry of Alabama voter registration records.
United States District Judge Frank M. Johnson Jr. can send Wallace his term as judge expires a week ago, Mr. Wallace said a Federal order to turn over the records in two counties to investigators of the Federal Civil Rights Commission.
Mr. Wallace, who had indicated the lists, gave them to members on Monday.

FRONZINI APPEALS TO U. S. INVESTORS
WASHINGTON, Jan. 28 (UPI)—President Arturo Frondizi of Argentina appealed today for help in developing his country's basic industries, especially hydroelectric power and steel.
He also appealed for better understanding of Latin America's economic, social and political programs. He said it was people of all nations in the Western Hemisphere to understand each other.
Dr. Frondizi made the state-

LETTERS (Continued from page 4)

Alan Berni & Associates
New York City

(Designer-reader Berni is right. We figuratively ticked off "on the fingers of two hands" some 16 "names" designers. Berni should at least be among those on the thumb of the third hand. — Ed.)

USIA

Sirs:

I read [Daedalus'] article [TIDE — Jan. 1959] about the U.S. Information Agency and quite agree with [him]. I certainly think it is urgent that we capitalize on our powerful skill of "selling" ideas. We do this daily in every medium.

If any country has the ability to persuade, we have. Then why don't we use the pen; we're mostly ready and equipped to use the sword?

Can I find out more about this U.S.I.A.? How can I actively participate?

Robert A. Rosen
Advertising Manager
Zenith Radio Corp.

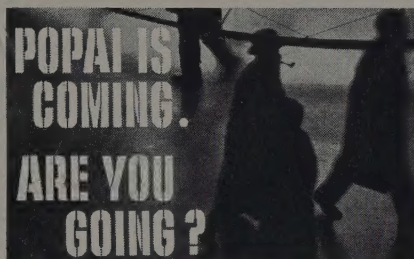
New York City

(Being a government agency, USIA has no provisions for volunteers. Positions, of course, are almost entirely under Civil Service, so you may want to inquire at the New York Civil Service Office. Or, if you would like specific information, write to: Abbott Washburn, assistant director, USIA, Washington 25, D. C. — Ed.)

Sirs:

I was interested in reading Scotty Sawyer's criticism of a Timken ad which appeared in *JOBBER PRODUCT NEWS* and *JOBBER TOPICS*.

Actually the only valid measure-



SEE PAGE 11 FOR STORY



your
passport to a
**TOP
TRAVEL
MARKET**

39.4% of all ELKS MAGAZINE households spend more than \$200 a year for *vacation travel*... a percentage exceeded by only 7 of the 55 magazines in the latest Starch Consumer Magazine Report.

23.9% of all Elks spend more than \$200 for *business travel* during the same period. In this category, only 5 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

More information?
Write for your copy of our booklet,
"The Elks Market"



THE ELKS MAGAZINE

NEW YORK 16
386 Fourth Ave.

CHICAGO 1
360 N. Michigan Ave.

LOS ANGELES 17
1709 W. 8th Street

THE WORLD'S AT YOUR FEET!



When You Convene at

Castle

IN THE CLOUDS

RESORT HOTEL

LOOKOUT MOUNTAIN, TENN.

UNUSUAL AMERICAN PLAN RESORT

with food, service, and accommodations matching the grandeur of a view encompassing seven states.

Swimming Pool • Horseback Riding • Tennis • Archery
Free Golf • Shuffleboard
Putting Greens • Name Bands and Supper Club Stars.

PLUS OUTSTANDING CONVENTION FACILITIES

Seven Meeting Rooms — Largest seating more than 500... King Arthur's Roundtable — perfect for conferences of 20 to 40... dining indoors or out... newly furnished comfortable accommodations for groups to 350.

IDEAL LOCATION... NEAR CHATTANOOGA... SERVED BY:

Braniff • Capital • Delta
Eastern • Southeast • More than 40 Daily Flights. Southern NC&St. L • 16 trains daily. Hotel transportation from terminals.

open May
to October.



Write, wire or call collect
JACK M. SLOANE, President

Castle **IN THE CLOUDS**
LOOKOUT MOUNTAIN, TENNESSEE

WINTER ADDRESS:

18925 Collins Avenue
Miami Beach, Florida

AN AMERICAN PLAN
RESORT OF DISTINCTION

Open May to Oct.

Write today

Castle **IN THE CLOUDS**
LOOKOUT MOUNTAIN, TENNESSEE

How 54 more companies are building greater sales at lower cost in this first quarter

These new advertisers in Reader's Digest, convinced by the success of others, are now selling through the world's most widely read magazine.

Almost all companies expect sales gains in 1959—American business is getting so much better these days.

But—many companies are not content to gain merely by riding the rising economy. To get a greater share of their markets, 54 companies have changed their advertising plans. They have acted on the lessons of others who have found Reader's Digest a remarkably sound means of stimulating sales and building profits.

In the first quarter of 1959, new and old advertisers in the Digest have bought 58% more pages than last year, the best previous first quarter in Digest history.

They have taken advantage of the Digest's proven benefits, not available anywhere else: an all-time high audience; the largest *quality* audience in existence; a sustained belief in what the magazine publishes.

They are benefiting from the Digest's important new advantages of flexibility and economy: bleed at no extra cost; two-color at the same price as black-and-white; four-color at only 13.1% more than black-and-white; and the availability of half-pages, either in color or black-and-white.

Today you will find a larger portion of color advertising in the Digest than in any other magazine: 95% in this first quarter, compared to 68% a year ago.

The chief factor responsible for these first-quarter increases is the great success others have experienced in the Digest. Old and new advertisers know about Dove, Kraft, Tappan, Fedders-Quigan and others who have reported unprecedented results from their Digest advertising. In addition:

- **Johnson Wax** ran a coupon offer in the Digest for Glo-Coat, has had coupons redeemed at the rate of 10,000 per week, months after the offer appeared.
- **Beltone Hearing Aid** mentioned the offer of a free booklet in its Digest advertising . . . and the response outpulled any national publication ever used!
- **Ship'n Shore**, the largest manufacturer of women's blouses, reported "widespread store enthusiasm" over the sales prospects from its first advertisement in the Digest.



- **Simca** used the Digest to tell a detailed, long-copy story about its cars . . . and credited the magazine with having "out-pulled almost everything we've ever used."

These are just a few of the successes Digest advertisers repeatedly enjoy. Why do they occur and recur? Because nowhere else can advertisers get all of these unique values:

1. The largest assured audience that can be bought anywhere. It is larger than the audience of any other magazine, weekly, fortnightly or monthly; larger than any newspaper or supplement; larger than the average nighttime network television program.

2. The largest quality audience that can be found. The Digest has more readers in every income group than any other magazine. And the higher the income group, the greater the

Digest's share of the reading audience.

3. Belief in what the magazine publishes. People have faith in Reader's Digest, in its editorial and advertising columns alike.

4. Discrimination in the advertising accepted. The Digest alone, of major advertising media, accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

. . .

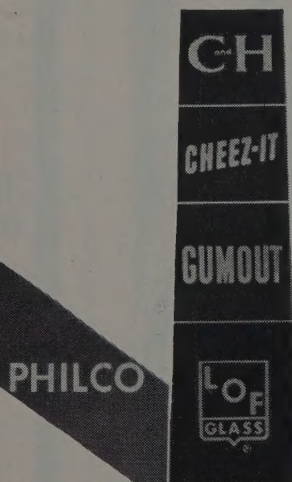
In the light of these benefits, you may wish to strengthen your 1959 advertising program by including the Reader's Digest. You will address the best audience in America, a *responsive* audience whose enthusiasm for a product can assure its sales success.

And you can reach this audience for \$2.91 per thousand paid circulation—a remarkably economical and effective way of selling to the best part of America.

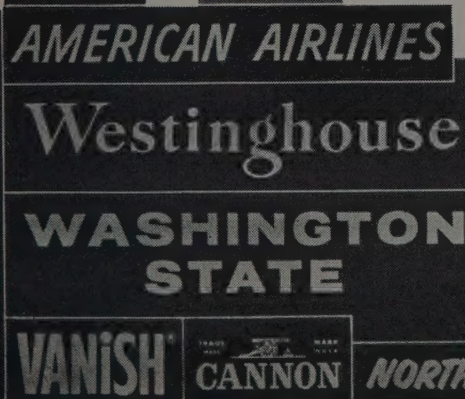
People have faith in

Reader's Digest

*Largest magazine circulation in the U. S.
Over 11,750,000 copies bought monthly*



PHILCO



NEW MEXICO

Ship'n Shore®
TRAVELMATES®

Niagara Therapy Mfg. Corp.

Rubbermaid®

Zippo

RIPPLE®
Sole

COLUMBIA



NORTH CAROLINA

UNITED FRUIT COMPANY

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is **PROMPT . . . THOROUGH.**

Burrelle's
PRESS CLIPPING BUREAU
Est. 1888
165 Church St., New York 7, N. Y.
Phone BArcley 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

LETTERS

(Continued from page 5)

ment of an ad or an advertising campaign is whether or not it accomplishes an objective. I am interested in the results of our advertising, and this campaign was without a question the most successful one that we have run in these two publications. Need I say more?

S. T. Salvage
Advertising Manager
The Timken Roller Bearing Co.
Canton, Ohio

(Continued on Page 10)

Chicago

Big, bustling, busy heartland of the nation. New threshold to the world as the St. Lawrence Seaway dream becomes a reality.

Chicago. Exciting, enterprising, ebullient marketplace of millions . . . new frontier of opportunity for men of courage and wisdom to shape and share its grand destiny.



The complete detailed report, "This is the Midwest," as only a newspaper Chicago Owned—Chicago Edited—Chicago Dedicated could develop it is yours upon request on your company letterhead. Write The Chicago American, attn.: H. D. Koch.

THE CHICAGO AMERICAN
CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

It's 2 to 1

in fast-service eating places, twice-the-turnover per seat means...

**MORE Meals
MORE Sales
MORE Profits**

NO MATTER WHAT YOU CALL THEM

Coffee Shops
Confectionery Stores
Counter Restaurants
Department Stores
Diners
Drive-Ins
Drug Stores
Fountain Restaurants
Industrial Cafeterias
Luncheonettes
Sandwich Shops
Variety Stores

NO MATTER WHERE YOU FIND THEM

Airports
Bus Terminals
Railroad Stations
Main Streets
Main Highways
In Industry

THEY ALL HAVE
ONE THING IN COMMON—

FAST SERVICE

To effectively reach this specialized market specify
FAST FOOD
for an advertising schedule

EPA

NBP

FAST FOOD

magazine

630 THIRD AVE.
NEW YORK 17, N. Y.

BILL BROTHERS
B
PUBLICATIONS

FAIRCHILD news

Far East news representation for Fairchild Publications has been expanded with the appointment of three new correspondents. Toshio Yoshimura has joined the Yokohama staff to assist Sheldon Wesson, the bureau's head. Philip J. King, of The Eastern Press in Tokyo, has been appointed to cover South Korea; and Stanway Cheng, of The China News, will report from Taipei, Free China.

Saul Tarter has been appointed as advertising promotion manager of DAILY NEWS RECORD. Mr. Tarter was formerly employed by Topics Publishing Co., serving as advertising promotion manager for three business papers in the food and drug fields.

When the Institute of Radio Engineers holds its national convention at the New York Coliseum and Waldorf-Astoria Hotel Mar. 23-26, ELECTRONIC NEWS, a Fairchild weekly, will publish four daily editions. The dailies will be distributed before breakfast at 33 New York hotels, in addition to regular subscriber distribution. Stuart Gellman, of Fairchild's Philadelphia bureau, and George Drake, of the Chicago news staff, will work with the New York news department in covering the sessions.

Raymond S. Reed, formerly president of the eastern division of W. & J. Sloane, last month started writing a daily column for HOME FURNISHINGS DAILY. Mr. Reed has been given free reign to write on any subjects relating to the industry which he feels need to be aired and clarified. Column is headed "Rambling With Ray."

Duties of Jack Robertson, Fairchild's Dallas bureau chief, have been increased to include supervision of news correspondents in Arkansas and Oklahoma. He will continue to supervise Fairchild news representatives throughout the State of Texas.

Last month, WOMEN'S WEAR DAILY and HOME FURNISHINGS DAILY inaugurated a new humorous editorial feature, consisting of a series of photographs (one each day) of animals whose looks or actions, with captions, suggest parallels among retail store personnel or store customers. The idea was conceived by Carol Silverberg, Fairchild's circulation promotion manager.

Ralph Leviton, Ad Angles columnist for HOME FURNISHINGS DAILY, has been appointed Instructor in Business Journalism at New York University, Department of Journalism, School of Commerce.

Calvin J. Kinzelberg has joined the advertising sales staff of Fairchild's Directory Division. He was formerly with Gimbel Bros.

FAIRCHILD Publications, Inc.

7 East 12th St., New York, N. Y.

Publishers of

Daily News Record, Supermarket News, Women's Wear Daily, Electronic News, Home Furnishings Daily, Blue Book Directories, Men's Wear Magazine, Footwear News, Books.

Sirs:

We would like your permission to make reprint copies of Page 60 in the January 1959 issue of TIDE, covering the subject "Retail Sales Forecast up 8% in February."

We have offset equipment and can make reprint copies of this article which we believe would be valuable information for distribution to our sales personnel only.

L. Dale Barber
Advertising Manager
Carpenter Paper Co.
New York City

Happily!—Ed.

Copycats
Sirs:

Gilbert Seldes, who "Laughed Until

He Thought He'd Buy," in your January issue, did an excellent job in his observations of humor in advertising.

I believe those of our readers who haven't already seen the article would find it most informative, and if you have no objection, we would like to reprint and condense it.

Ed Brenner,
Editor
Publishers Digest, Inc.
Chicago

Congratulations
Sirs:

Congratulations on the quality of the current TIDE!

John Orr Young
Management Consultant
New York



IN 37 CITIES AT ONCE

14,000 Phillips "66" Petroleum dealers voluntarily packed auditoriums, theaters and hotels in 37 cities to get the latest sales information from headquarters in Bartlesville, Okla. Top brass and top talent met the dealers face to face. Through two way audio, questions were asked and answered on the spot. This was Phillips "66" Petroleum's annual sales meeting conducted this year over TelePrompter Corporation's large screen, closed-circuit television network. For 1959, it replaced Phillips' practice of having teams of top sales executives cover the country to hold separate meetings.

STAGED BY TELEPROMPTER

The Group Communications Division of TelePrompter Corporation, through years of experience has estab-

lished itself as the authority in the field of closed-circuit television . . . by supplying the most modern equipment, the finest technical personnel and skillful programming. This leadership is demonstrated by the fact that the majority of all inter-city large screen closed-circuit television sponsors are now turning to TelePrompter Corporation.

If you're interested in "getting out in the field" by closed-circuit television, you'll get the best results by calling or writing:

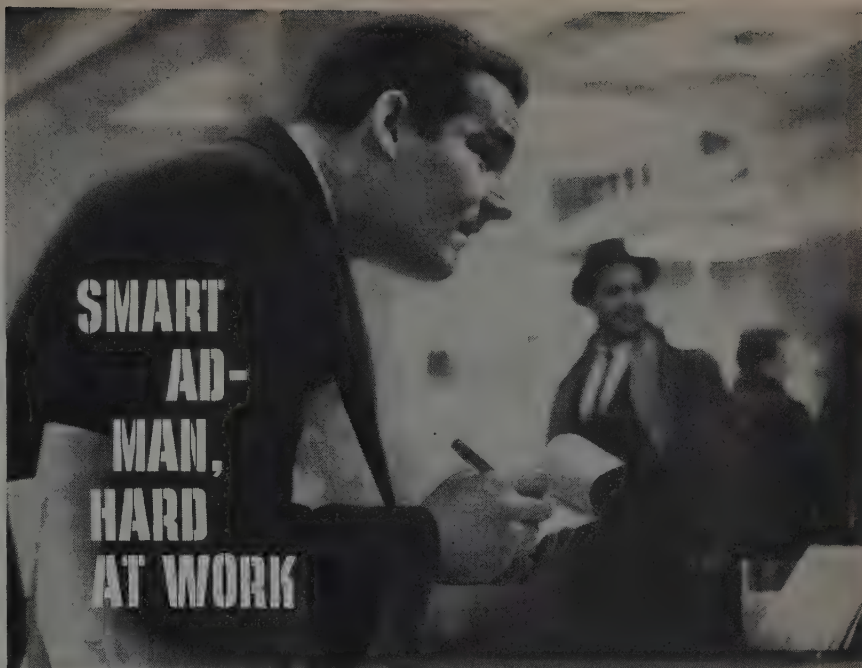
GROUP COMMUNICATIONS DIVISION
TELEPROMPTER
CORPORATION

311 WEST 43 ST., NEW YORK 36, N. Y.
LOS ANGELES • WASHINGTON, D. C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON

Tide

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You get no medals for staying glued to your desk. Our world is changing. The rewards go to the man who gets out occasionally to see what's new. For instance: the fastest-growing force in advertising today is point-of-purchase display. If that surprises you, it shouldn't. There's a revolution taking over the stores of the land these days. Its name: Self-Service. Advertisers are learning that, for all the millions they spend in media, it's display at the point-of-purchase that has the last word. It can make sales... switch "brand loyalty"... create impulse buying. It can make the difference between profit and loss... growth or failure.

That's why hard-working (and fast-growing) ad people will see the 1959 POPAI Show and sit in on the merchandising clinics. Will you?



THIRTEENTH ANNUAL POPAI EXHIBIT
PALMER HOUSE, CHICAGO, MARCH 24, 25, 26.

Admission FREE, but by ticket only, and is limited to users and potential users of point-of-purchase advertising, agencies, students and the press. Exhibit Hours, Special Clinics and Symposium Luncheon listed on coupon.

Point-of-Purchase Advertising Institute, Inc. 11 West 42nd Street, New York 36, New York
Gentlemen: Please send me the following tickets: .

Exhibit: ____ free tickets, good for all three days. Include admission to **Special Clinics**, concurrent, Wed., Mar. 25, a.m. [Please state preference]:
Food ____, Drug ____, Hardware & Appliances ____, Dept. Store, Furniture & Rug ____, Liquor & Beer ____, Service Station & Auto Accessories ____,
Symposium Luncheon: Tuesday, Mar. 24, nationally known speaker. I enclose check for ____ tickets at \$7.50 ea.

Name _____ Title _____
Company _____
Street _____
City _____ Zone _____ State _____

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

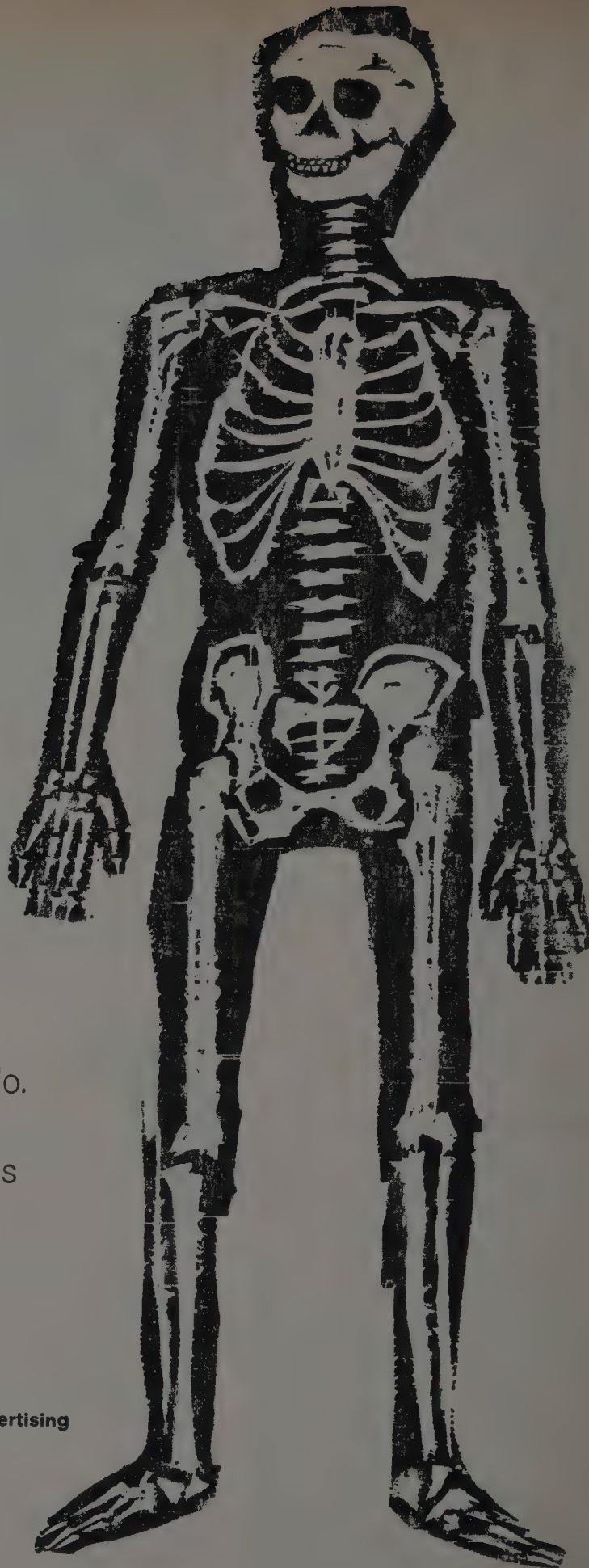
Here is a secret
X-ray view
of one of our
thinking machines.

It's a very ancient model,
just about
as old as time.

No pushbuttons, no bells,
no clankity-clank.

But we've found that
if you feed it facts
and figures, and coffee
and a sandwich maybe;
and leave it alone
for a while . . .
there's no limit to what it can do.

Frankly, no mechanized model is
ever going to replace it.
Not around here, anyway.



YOUNG & RUBICAM, INC., Advertising

worth repeating

Bob Foreman, executive vice-president of BBDO before the New York Alumni Chapter of Alpha Delta Sigma, national advertising fraternity.

Quoting Bea Lillie's definition of television ("Television is summer stock in an iron lung") Foreman said he believes advertisers eventually will buy one minute spot commercials on shows rather than sponsor the entire show. They would buy these spots just as they now buy spots between programs; and when television has more selective viewing, it will be a more valuable advertising medium.

Ivy Baker Priest, Treasurer of the U.S., for Advertising Week.

"One can tell the ideals of a nation by its advertisements. Advertising, which hand-in-hand with free enterprise has generated new jobs, new ideas, new fortunes, has helped to give us the highest standard of living in the world, has placed the luxuries of the rich in the possession of every American family, has made us the most progressive nation on earth."

Richard D. Crisp, director of marketing, Guild, Bascom & Bonfigli before the National Marketing Conference, American Management Assn.

Examining the marketing function and operation Crisp reports: "The A.M.A. study showed that very nearly one-fifth of a sample of large, medium and small companies report that they do *no* marketing research. Only about half the companies covered by the survey have one or more people engaged full time in marketing research activities (which include sales analysis, sales forecasting and a wide range of other functions). In the small companies — that is, those with sales volume below \$25,000,000 — only one out of five of the companies that do any marketing research have a full-time person engaged in the function."

Albert E. Sindlinger, president Sindlinger & Co. before the Michigan Council of the 4A's.

"... we in advertising research must put forth our best to evaluate advertising effectiveness. There are many things in advertising research that can be done and there are some things from our experience that cannot be done. Research cannot and will never replace creativity. No electronic calculator, or super-duper formula will ever replace talent."

Charles T. Lipscomb, president, Bureau of Advertising American Newspaper Publishers Assn. before the League of Advertising Agencies.

"Advertising makes us the best informed nation in the world, because it pays nearly all the costs of our modern media of communications — newspapers, magazines,

TV and radio. And by keeping these media free of economic pressures it keeps them free of political pressures and helps to protect our freedoms."

John L. Bricker, executive vice-president Outdoor Advertising, Inc., before the Philadelphia's Poor Richard Club.


"... what the American people do with this growing amount of spare time is not only going to have a lot to do with advertising, but is going to affect the whole future course of world events ... rightly used it can be the source of a tremendous upgrading in the educational life of the nation. And let us not forget that the most stimulating challenge to creativity in advertising today and in the years ahead is not only more people, but smarter people as well."

Robert W. Sarnoff, chairman of the board of the National Broadcasting Co. before the Los Angeles Junior Chamber of Commerce.

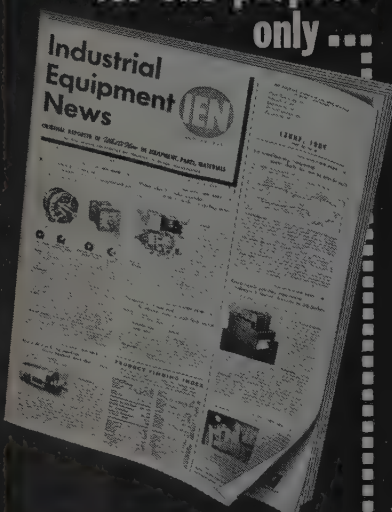
Forecasting the character of television 10 years hence Mr. Sarnoff predicts: ("with the reasoned calculus of NBC's Planning and Research Dept.") transistorized three-inch TV screen sets for use at home, beach or trains and planes. And by 1969 TV will possibly provide most of a basic college education. He forecasts the majority of sets in the next decade will be color and that there will be nearly 70,000,000 TV sets in 58,000,000 American TV homes.

Vernon C. Myers, publisher, Look magazine before the Magazine Publishers Assn. Midwest Conference in Chicago.

"... because radio and television do not ask the listener and viewer to share in paying the cost for the service they receive, ... the advertiser must pay for the program as well as the commercial." A report on how many sets are tuned to a specific program is the only indication of audience-viewing that an advertiser has. Myers says a TV show may produce a good rating since, "the audimeter tape may be showing that sets are turned on just as much — if not more than ever. But what is happening in front of those sets? If the viewers had been paying all along to view the various programs, would they still be putting as many coins in the slot? Who is watching and with what degree of interest?" Suggesting an Audit Bureau or Paid Circulation for Television and Radio just like the Audit Bureau of Circulations for print, he says, "Advertisers may well ask 'Would the public, when paying for TV service, be willing to accept my advertising?' and his reply is "... the public does in magazines and in newspapers — not only accepts it but welcomes it as informative and valuable right along with the editorial content. I believe an Audit Bureau of Paid Circulations for all of them would help all media, all advertisers and all our people."



Read
for one purpose
only...



Industrial Equipment News

PRODUCT INFORMATION

What better place...
What better timing...
for your
PRODUCT ADVERTISING
in today's
changing markets?

Details? Send for 26-piece
complete Data File Folder.

Industrial Equipment News

IEN

FOUNDED 1933

Thomas Publishing Company

PRODUCT INFORMATION HEADQUARTERS

NBP 461 Eighth Avenue, New York 1, N. Y.

BPA ... Affiliated with Thomas Register

EBB & FLOW

by mr. billings

Philcos early fanfare, big as it was, did not do justice to its new "corporate look" campaign (via BBDO). As it now stands it will top by as much as a million the originally estimated five million dollars. A good piece of the new dough will come from curtailment of cooperative advertising "deals." Other appliance manufacturers are watching it closely.

• •

We predicted a couple of months ago that a new restaurant would become the darling of New York's Madison Avenue. We were right on a new darling but wrong on which restaurant. It is the Tishman Building's "Top of the Sixes" and you better make a luncheon reservation a week in advance. (Of course, Madison Avenue has a cute nickname for the place: "Top of the Tish.")

• •

The Huckster's Revenge. Fred Manchee of BBDO (What? them again?) has written a new book which received the singular honor last month of being released during National Ad Week. It has the subtitle, "The Truth About Life on Madison Avenue." We think that's presumptuous since Martin Mayer's "Madison Avenue, U.S.A." was the truth about Madison Avenue. Sale on Mayer's book, aside from book clubs, has passed 30,000 copies, which isn't bad. Packard's "The Hidden Persuaders," however, has done better than 70,000.

• •

We won't chide Bristol Myers on the sale of Ipana Plus, but offer an idea on what's the matter. The spout is on the side of the squeeze bottle creating, in effect, a left and right. To show the name all users in the ads and commercials appear to be left handed. Now that's a helluva thing to do to your market.

• •

We humbly submit this as the greatest and perhaps last brand name for a tranquilizer: "Damnitall."

• •

Perhaps we need yet one more trade association composed solely of public relations directors, at least buyers of public relations services, a la ANA's membership which is made up of buyers of advertising. This group could function without the numerical dominance of suppliers of public relations services. It could ask suppliers of suppliers, for example, clipping services, to junk the old sop of producing only "15% of the actual placements made" and come up with realistic figures on clippings which, of course, vary from placement to placement.

• •

And while we are on public relations, let's admit that Edward Roscoe Murrow is an honest, sincere and talented man, regardless what the

EBB & FLOW

PR sheets say. Instead of lamenting his broadcast, "The Business of Sex," consider a little housecleaning where necessary and let's face it, where possible.

• •

We watch industrial advertising carefully and study all the charts, trends and graphs that come our way. Nevertheless, this form of advertising will remain dull as long as the major copy point is something like, "Makers of stained glass money belts since 1869."

• •

Lets hope this is the last of the thinking man's filter jokes. "Pardon me, sir. Are you a gynecologist . . . ? Reply: "No, just a hobby."

• •

Joe Kaselow, New York Herald Tribune ad columnist, has gotten quite a controversy going over a recent column on Smirnoff's million dollar promotion of the Gimlet. Kaselow accurately reported that the Gimlet outsold the martini in California and Eastern martini drinkers are up in arms. This department likes both drinks (but not during the same bout).

• •

The annual shakeup at Schenley, widely reported a couple of months ago, may not be over yet. Watch for some "expansion" announcements soon.

• •

Any sane advertising man supports the principle of self-regulation. However if the Bureau of Internal Revenue ever gets through a regulation on an excise tax for cooperative advertisements, some high wide and handsome cooperative advertising abuses might end. The advertiser would have to use "the spiffing" money (advertisingese for retailer payoff) to pay the tax.

• •

This department casts one vote for Lever Brothers' Henry Schachte as advertising man of the year. And we see a little support since he has just been named an executive vice president.

• •

Liggett & Myers has switched its claim for I&M (via Dancer, Fitzgerald & Sample) from "Less Tars" to "low in tar." This is at least grammatical. Now then fellas, can you do something about the non sequitur?

• •

If it doesn't pick up some sponsors, Playhouse 90 may have announced by the time you read this that it will go off the air. If so, there will be at least one television set for sale, cheap.

Continued on next page

Announcing

**Your Golden
Opportunity
to Increase
Sales!**

THOMAS REGISTER



- The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.
- It offers a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries ...booming in direct buying action. 50,000 items of 12,500 manufacturers will be on display.
- Schedule YOUR products for front line attention now.

Thomas Publishing Company
ABC 461 Eighth Ave. • New York 1, N. Y. ABP



**Industry's No. 1 Marketplace
of Buying Action!**

THE LANDING STRIP

as seen by
JOHN BURGUYNE & BILL MASTERSON

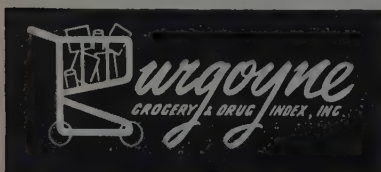
THE LANDING STRIP
FROM THE "DON'T SAY I DIDN'T
WARN YOU" DEPT:

All last Summer and Fall, we grew more and more curious as to just what would eventually happen to those jillions of crazy hula-hoops flyin' around. Not that we'd get a case of hives worrying about it, — but nevertheless, we were downright curious. Well the other day — right out of the newspaper — comes a possible answer — one that we hope gains *no* popularity. At any rate, New York state police are still looking for the guy who siphoned gas from an automobile — with a disconnected hula-hoop.



All of which reminds us — siphoning facts from market tests is the big part of our business. In fact, if we may be so brash as to say so, our ability to get the true facts, and all the facts, is the reason clients keep coming back to Burgoyne, time after time. You see, we can't afford to use guesswork in our Sales Studies, nor afford mistakes of *any* kind. To retain the confidence of our clients, Burgoyne Sales Studies must deliver everything promised — and that means a complete, pin-point accurate picture of the sales activity of a product during the test period. If you need some convincing — how about letting us show you a list of the clients we work for — and the kind of job we do for them.

Like we said — there's only one sure way to get the market facts on your product *fast*, and that's to call Burgoyne. We'll be there so quick you'll think we'd been standing outside your door.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

EBB & FLOW *Continued*

Victor A. Bennett is launching a smart new campaign for imported Guinness as a mixer with beer. Domestic beer sales are off sharply, perhaps because the "lightness" theme has been overdone in both product and advertising. If so, Guinness, which went national the first of the year, may make a big comeback.

• •

The major distillers are watching closely a new California craze which could give them trouble. Movie stars and other celebrities have taken to giving vodka parties. A do-it-yourself idea, and they are mixing the sauce with just about anything, including champagne, but are not using any distilled spirits.

• •

American Motors' George Romney is a ball of fire without a doubt. And his staff, counselors, et al, to say nothing of AM's stock seems to rise to the occasion. He'd make a great candidate for L&M's "They said it couldn't be done."

• •

Shouldn't the Advertising Council take another look at its "Stop Accidents" campaign? Several major insurance companies are irked with the campaign's advertised highway accident figures which report fewer accidents and therefore conflict with higher insurance rate requests. The companies have a point since there are more highway accidents each year because of increased traffic for one thing.

• •

The Milton Berle show of February 4th had no less than 12 plugs on it. Maybe the writers' salaries should be raised and the plugs reduced.

• •

The Contadina Tomato Paste commercial has at least three imitators across the country. Lennen & Newell (San Francisco) got a little exercised (perhaps rightly) with this column a while ago for a remark about the commercial. O.K. fellas, we admit that imitation is the sincerest form of flattery.

• •

Apparently, it's official. The Department of Agriculture has conducted a survey which revealed among other things, purportedly, that trading stamps actually save money for the consumer. The gospel, according to the Department, is that in a 21-city test it found a price increase of .06¢ in trading stamp stores over non-trading stamp stores while the consumer redeemable rate was 2% per retailer sales dollar.

• •

The last cigaret joke which we will tell this month is currently making the rounds on Michigan Avenue: Two mice are launched in a missile from Cape Canaveral. One tells the other: "I'm scared. Nobody has ever done this before. It's dangerous this space travel." The other replies: "Yeah, but it beats cancer research."

A Special Announcement

The final papers have been drawn. Just as soon as stencils and records can be transferred, *TIDE*'s subscribers will be served by Printers' Ink.

And so ends three decades of publishing hopes and publishing frustrations.

This has been more true of *TIDE* than of any business magazine we ever knew about: *it aroused fierce loyalties, and it generated terrific enthusiasm.*

Always it had powerful internal esprit de corps, and right down to the end the lights in the *TIDE* wing were the last to be turned out; always it stimulated such strongly favorable reader response that to thousands it could do no wrong.

But never did any person or any group succeed in translating that enthusiasm into consistently successful advertising years. One group after another published it during a 30-year span. Each one argued, "We know why the others failed. We won't make those mistakes."

But if they didn't repeat old mistakes, they made new ones. Or they couldn't shrug off wars or recessions. All too often poor *TIDE* was at the bottom of the advertiser list if it got on at all.

Bill Brothers acquired *TIDE* not quite three years ago. We had a full picture of *TIDE*'s failures under previous owners. And we knew the general field, because since 1928 we have published the highly successful "Sales Management, the Magazine of Marketing."

We sought the best talent we could find. We plowed real money — *big* money — into better editorial features, art, color, presentation, promotion. And if the word "love" can be applied to corporate effort, then it would fit the *TIDE* situation.

Results were encouraging. Subscription revenues, quality, renewals — all these increased. A long-term decline in advertising was halted. Then some forward momentum was achieved. *TIDE* seemed to be getting off the ground.

But then came the business recession of 1957-1958 which hurt *TIDE* more than most because it

had no fat to lose. Budgets were cut in many a prospect's office, and it became all too easy for all too many to say, "You're doing a swell job. Keep up the good work — and we'll be with you one of these days, but not this year."

This year, 1959, things have been looking up moderately for *TIDE*, but it still was losing money, and even the most optimistic of several forecasts didn't put the break-even point earlier than 1961. An earlier profit might have been shown by cheapening the magazine, but we went into *TIDE* with a concept of high quality, and we go out that same way.

Bill Brothers very likely would have made a success of *TIDE* if it hadn't owned "Sales Management." Theoretically the two didn't compete — one was for the advertising executive, the other for the sales executive. But the two magazines did go after advertising from many of the same prospects and even with separate sales staffs, the *TIDE* men found it difficult, both emotionally and logically to knock "Sales Management" off schedules, even if that was their only way of getting on.

So, with continued red ink staring us in the face, coupled with the slight but annoying conflict with one of our own magazines, we said "yes" when the owners of Printers' Ink came to us with an attractive financial offer and with editorial plans that we considered good for subscribers. We felt that a divorcement from *TIDE* would be best for our owners and our associates . . . and their stake in plans for continuing expansion and diversification of Bill Brothers Publications.

We didn't succeed with *TIDE*, but we take some pride in our way of failing. We didn't let either reader or advertiser down. As *TIDE* loses its individual entity and becomes a part of the respected Printers' Ink, we have the satisfaction of knowing that *TIDE* at the end was a better magazine, a more highly regarded magazine, than when we took it over in May, 1956.

BILL BROTHERS PUBLICATIONS

FAST FOOD

FLOOR COVERING PROFITS

PLASTICS TECHNOLOGY

PREMIUM PRACTICE

RUBBER WORLD

SALES MANAGEMENT

SALES MEETINGS

TIRES-TBA MERCHANDISING

New York • Chicago • Akron • Santa Barbara • Philadelphia • Los Angeles • San Francisco

A Note of Appreciation

The following list of advertisers are those which have used **TIDE** during the time it was owned by Executive Publications, Inc. We are grateful to them for their support.

Advertising Checking Bureau
ABC Film Syndication
ABC-TV
American Medical Assn.
American Weekly
Associated Business Publications
Aviation Age
American Machinist
American Telephone & Telegraph
N. W. Ayer
American Mutual Alliance
Art Metals Co.
Audiochrome
Answer America

Bacon Press Clipping
BBDO
Better Homes & Gardens
Beverly Hills Hotel
Leo Burnett
Boys' Life
Burelle's Press Clipping
Benton & Bowles
Burgoyne Grocery & Drug Index

CBS Film & TV
CBS Radio
Chicago Daily News
Chicago Tribune
Chicago American
Chicago Sun-Times
Cunningham & Walsh
Collins Radio Corp.
Conover-Mast
Chilton
Columbus Dispatch
Consulting Engineer
Castle in the Clouds
Colortone Press
California National Productions

DePerri Advertising
Walt Disney Productions
Detroit Free Press
Diamond Gardner Corp.

Elks Magazine

Filmways, Inc.
Max Factor
Fairchild Publications
Fairchild Engine & Airplane Corp.
Feature Publications
First 3 Markets
Fisherman Press

Graphic Calculator
Gunther Brewing
Grit

Gale Research Institute
Good Housekeeping

Guild, Bascom & Bonfigli
Guild Films

Hamilton Metals Products Co.
Heritage Manufacturing Co.
Hearst Corp.
Harper & Bros.
Hoffman LaRoche
Holiday
Hotel Lexington

Industrial Maintenance &
Plant Operation
Industrial Equipment News
Industrial Packaging
International Swimming Pools
International Paper Co.
Industrial Bank

Johnstone & Cushing

KNX
KMOX
KBIG

W. H. Long
Ladies' Home Journal
Life
Los Angeles Herald Express
Los Angeles Times
Look
Luce Press Clipping Bureau

McCall's
McClatchey Newspapers
Miller Falls Paper Co.
Miami Daily News
Magazine Publishers Assn.
MGM-TV
Multi-Ad Service
Missiles & Rockets
Manpower, Inc.
Metal Progress

National Register Publishing Co.
NBC Radio
Newsweek
NBC-TV
N. Y. Herald Tribune
New York News
National Business Publications,
Inc.

The Office
Orchids of Hawaii, Inc.
Oklahoma Publishing Co.

Purchasing Magazine
Parade Publications, Inc.

Parents' Institute
Playboy Magazine
Point of Purchase Advertising
Institute
Reader's Digest
Raeburn Studios, Inc.
Ripley, Preston & Co., Inc.
Royal Coin Co.
A & R Roe Publishers

San Francisco Examiner
SARRA
Saturday Evening Post
Schiefelin and Co.
Seagram Distillers
Seventeen
Sickles Photo Report Service
Foster D. Snell Co.
Standard Outdoor Advertising
Sports Illustrated
Standard Rate and Data
Suburbia Today
Successful Farming
Special Events
Special Correspondence
Simon & Schuster

J. Walter Thompson
Teleprompter
Thomas Register
This Week Magazine
Time Magazine
Together
Transport Topics
TV Guide
Times Picayune
Tires, Batteries and Accessories

U. S. News and World Report

WCBS-TV & Radio
WBNS
WHTN-TV
WS-TV
WCYB-TV
Wall Street Journal
WMAQ
S. A. Walsh
Western Union
Woman's Day
Western Empire Advertising Co.
Marjorie Witty Agency

Young and Rubicam

An Editorial

This is the last issue of TIDE as a publishing entity. After more than 30 years the advertising business loses a magazine which in spite of varying fortunes has never served any purpose that was not believed to be in the best interests of its readers and the advertising business.

As editors we have been proud of TIDE most of the time and we have never been ashamed of it. We attempted (and many will say we succeeded) to keep TIDE vigorous, constructive and intelligent. TIDE has been frequently damned and perhaps more frequently praised. But for all that its goals remained unchanged.

We are sentimental about TIDE and especially this, its last issue. We remember some of the controversies it started, some of the compliments it received, some of the many outstanding people who worked for it over the years and who are now distinguishing themselves in publishing, advertising and other fields. We remember, too, the many friends TIDE has had and we care not to remember any of its enemies.

The editing of TIDE has been a rich and rewarding experience which none of us would have traded and certainly none regrets. We feel that TIDE will be long remembered.

We would like to make particular mention of its last management and owner, Bill Brothers Publications, which maintained and even raised TIDE's standards, and never compromised its goal of making TIDE a truly outstanding and successful business magazine. If it did not succeed for reasons beyond its control, it was for no lack of effort, money and even affection. And for that as well as the opportunity for having been identified with Bill Brothers and TIDE, we are grateful.

The Editors

A Statement From Printers' Ink

Printers' Ink, although sad to see TIDE suspend independent operation, is pleased to receive the 30-year heritage of a magazine that has served its segment of industry so well. Through the years, TIDE contributed the ideas and thoughts of many well-known names in advertising—among them Raymond Rubicam, Ellen Hess, Reg Clough, Ed Grunwald—and, in the last few years, achieved a quality that won respect and admiration among many in the industry.

While we are happy to receive the added circulation strength which TIDE will bring to Printers' Ink, we do so with an increased sense of responsibility—responsibility to those who built TIDE and gave it reader acceptance and toward the industry to which we are dedicated.

During the past 18 months, Printers' Ink has set several new standards of achievement. It has realized the greatest numerical increase in circulation of all media in advertising, marketing and selling without "cut rate" pricing the highest renewal rate in the industry and the greatest concentration of circulation at the advertiser level.

In the same span, Printers' Ink has provided readers with an editorial quality which, from all survey and circulation indications, is vastly more useful than ever before. Today, it represents the type of interpretive news so important to the reader and his job.

This is a new beginning in the 70-year history of Printers' Ink. We will continue to expand and improve its services so that advertising and marketing will reach a level of even greater influence and prestige in our economy.

William E. Barlow
President, Printers' Ink



PHOTOGRAPHED IN THE GOOD HOUSEKEEPING CHILDREN'S CENTER

Wash and Wear began with me

You hear more exciting things about this Wash and Wear business every day.

I'm an original customer, so I know.

My family doesn't wear the casual styles that I prefer, but I hear them talking about clothes a lot. Especially Mom, who pretty much decides what we all will wear.

Mom read about the standards Good Housekeeping set up to help dispel consumer confusion. She says that the money-back Guaranty Seal means just what it says, and she looks for it when she buys.

You're not alone, Pop told her one night, because this ad

in *Women's Wear* says 40,930,000 women are influenced by the Seal when they buy. Maybe, he said, women believe in it because Good Housekeeping's Textile Laboratory has just completed 24,164 tests on Wash and Wear.

Well, said Mom, I'm looking forward to their April issue because they are going to have more important news about Wash and Wear, and with prices the way they are I can't afford to make a mistake.

Hooray, said Pop, and kissed her.

They seemed so happy I didn't holler that it was time again to change my personal Wash and Wear.

Good Housekeeping

A HEARST MAGAZINE

Creates A Climate of Confidence for Your Advertising





NOW THEY'RE APPLAUDING 'CAMEO THEATRE'!

We call it CAMEO THEATRE. It's the same "Matinee Theatre" series that had a three year network run. In syndication, these full-hour dramas are winning the applause of advertisers and viewers alike.

In Detroit, for example, WWJ-TV hung up the SRO sign for participations within eight selling days—before the show even hit the air! Procter & Gamble, which had been among "Matinee Theatre" network sponsors, wanted in *again*. P & G joined the American Tobacco Company, Bristol-Myers Com-

pany, Brown & Williamson Tobacco Corp., Miles Laboratories, Inc., Standard Brands, Inc., and the Wildroot Co., Inc.

Here's an Emmy Award winner show that's solid "box office." As CAMEO THEATRE, it is now being cheered in many major markets coast to coast, among them: Boston, Chicago, Detroit, Los Angeles, Miami, New Orleans, New York, Philadelphia and San Francisco.

Enjoy your full share of the applause in your market.

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC. • Canadian Representative: Fremantle of Canada, Ltd.

TIDINGS



Reuther-less

One day last month we were bucking the down draft as we struggled up Madison Avenue, pausing occasionally to look in pipe shop windows and drool down the panes of Hoffritz cutlery shops, when we were brought up short. There, dead ahead, were sandwich-boarded pickets marching stoically up & down in front of BBDO. Their signs said, "BBDO Unfair — Uses Scab Labor!" True, their reference was to Dictaphone machine operators, but we can't help worrying about those manacled copy writers and iron-maidened artists in the back rooms.

Mukluk Market

When President Eisenhower formally declared Alaska the 49th State early in January, we did some research to see what this may mean to executives. On the client side, one who really feels in turmoil is William C. Dwiggins manager for sales and PR for the country's oldest & biggest flag maker, Manhattan's Annin & Co.

"We've been swamped" he told us. "Our three factories [in Bloomfield (N. J.), Manhattan and Verona (N. J.)] are working day & night to meet the demand for the new 49-star flags. First we're supplying our regular customers (department stores, school supply houses, tent & awning companies), then all the others. Spun nylon & wool's been our best model, though there's also quite a call for the cheaper, printed, U.S. flags, mostly used as self-liquidating premiums."

We asked what part, if any, Annin may have had in designing the new version since we noticed in Dwig-

gin's bookcase such governmental tomes as "Flags of All Nations", "The Yachtsman's Annual Guide & National Calendar — 1958", and the "History & Origin of The American Flag".

"Well, Ike liked the one we submitted several years ago when we thought Hawaii was going to be 49th, but he was outvoted," Dwiggins answered.

Not a company to be set a back, Annin has managed nevertheless to pull off other sales and sales promotion coups.

Young & Rubicam, for instance, used Annin American flags as a gift to employees last July 4th. And Capt. Allen Villiers of the Mayflower (second voyage) fame brought an Annin flag over in the ship's hold. As if this weren't enough, we were also impressed to learn that Annin supplied most of the flags for use around the United Nations building.

Which, in a way, brings us back to Alaska. Thanking Mr. Dwiggins for his information, we found on the agency side of advertising that Benton & Bowles had dispatched a task force of two to the 49th State. We sought out the leader, John Flagg (interesting name) at B & B's Fifth Avenue digs to learn what the Alaskan market looks like.

"Basically" Flagg told us, "Alaska is wide open to admen. There is no agency there although I understand a couple guys fell on their face with an attempt at one. Trouble is, all the retailers up there use mats and standard stuff like that. An agency would only be charging a fee and actually using the same free lance talent as the retailers."

"Media are booming, though, especially around Anchorage, where there are two daily newspapers, three radio stations and three TV stations.

Even Nome (population 2,000) is considering a TV station. One man I met, the owner of a TV station is Anchorage, actually climbed a mountain himself to rig a reflector so one family could receive his signal.

"Then there's the Mukluk Telegraph, a public service radio station that works the way the Pony Express used to. It gives public service an-



nouncements, like when an eskimo needs a doctor."

Flagg showed us some Alaskan newspapers in which we noticed sky-high prices but the usual sort of State-side advertising — "49er Sale Days", as an example. "The housewives have taken to shopping in sort of co-op groups to beat the prices" Flagg told us.

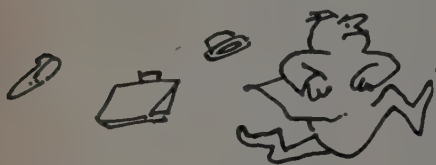
The prices are high, we had to admit, and we are now wondering what must be the cost of an Annin 49-star flag in Anchorage.

Welcome Mat

As many a Madison adman can testify, missing one's suburban train and finding oneself trapped in Manhattan of a workday evening can be a big drag, fiction on the subject notwithstanding. But one man, Roosevelt Hotel general manager Neal Lang, we

learn, is bent on making a hospitality bid for just such waylaid admen.

Lang's idea: redesign the Roosevelt's brand image to identify his Madison Avenue manse (between 45th and 46th streets, 1,000 employees, 1,100 rooms) with the communications industry abounding right in his neighborhood. This way, feels Lang, the Roosevelt will prosper, because gawking tourists and roistering con-



ventioners will think twice about the onedownsmanship of staying at perhaps the less intriguing Biltmore or Commodore.

Having heard of Lang's diabolical scheme, we managed to corner him for a slab of roast beef luncheon in his very own Rib Room one blustery day last month. Flushed with the victory of Guy Lombardo's New Year's Eve broadcast from the Roosevelt's Grill Room, Lang was voluble.

Like Casey Stengel," he told us, "I'm the manager of the team. I have to know all the jobs and see that the right thing happens at the right time in the right place."

Indubitably not having the guts to pursue those vast implications, we got down to more business-like topics. Lang informed us that until just recently, the Roosevelt had been limping along with no merchandiseable brand image. Tent cards on the tables in Lang's seven separate dining rooms bore no resemblance, menus were run off helter skelter costing \$100 a day more than with a new unified menu design; there was no tie-in in the guest rooms above to lure patrons to the succulent restaurants below. It must have been awful.

But now, we heard as we mopped the au jus from our chinas, all that's been changed. Lang has beautiful new tent cards all done up in red & blue on a white background, bearing a gold crest. As a guest enters the door of his suite, all fagged from a day of hassling with the media director, there's a giant tent card showing a huge hunk of rare roast beef in vibrant color.

Choking back our enthusiasm, we queried Lang on how he got to be so connesieut conscious. "I got into this hotel business in 1929" he answered, "and I've been selling hotel rooms ever since (with a brief stopover as a Broadway publicist while married to Martha Raye). The big future as I see it is in speciality restaurants like

the Rib Room. We also have a Rough Rider Room, a Grill Room, a Club Car, the Men's Bar, the private Theodore Club (after Teddy Roosevelt), and a coffee house.

"Gee" we said, "that sure is a lot of speciality restaurants." "Well, it's the direction we've got to go" Lang countered. "These speciality rooms (at dinner the Rib Room serves only roast beef, a salad, and baked potatoe with sour cream & chives) grew out of bars and speakeasies—places where a man could both drink and eat. Of course, our whole object is to keep our guests in the hotel. It's so silly for them to go somewhere else in a cab on a rainy evening when we have the same thing right here."

Lang pointed out that another real key to a hotel's success is its ability to forecast yearly, monthly, weekly and daily how many rooms will be occupied. The Roosevelt in December missed its estimate by only 117 guests as it bedded down 16,233 and had counted on 16,117. Likewise, the billings must be forecasted, and looking back on 1958 Lang told us that the Roosevelt was only \$100,000 off.

As dessert arrived we gravitated back to talk of food. Lang snapped his fingers and a deferential Rib Room captain hustled up to answer our questions—certainly a gratifying experience recommended to any Manhattan diner. As we were being told that too fast roasting of roast beef can cost the Rib Room \$35,000 to \$40,000 a year we realize that Lang and his staff have taken the big step down the Madison Avenue to success: they've learned that profits are a matter of handling billings efficiently.

One Perl—Sell Two

Persuasion selling, it seems, is almost like the weather. Every one talks about hard sell but no one, or hardly any one, does anything about it.

We think we've found an exception. We've been intrigued in recent months by the modus operandi of 36-year-old Herman Perl, operator of one of the nation's largest realty selling outfits who boasts "I don't know very much about real estate. I know how to sell."

Perl runs Charlex Realty Corp. of Newark (N.J.), in 11 northern states the exclusive representative for Port Charlotte and other Florida land developments. He has the not-so enviable task of selling \$895 home sites, not homes, for \$10 down and \$10 a month to people who probably never will see the land before clear title is theirs. And Charlex is only one of the

11 companies which Perl runs as either president or chairman of the board.

Perl's policy for success is a fireside sell. "Every man can be sold a product best within the security of his home," he says. "If he is in his office, the press and pressure of business makes the sale difficult, unless it pertains directly to his business. If he is trying to catch the 5:09, he can't purchase a homesite which will be his for many years to come.

"But," Perl declares, "when he is with his family, when he is relaxed, and when security is uppermost in his mind, then it is highly probable that a sale will be consummated."

His record at Charlex proves the theory works. Perl took over Charlex on invitation in April, 1958, when the company's three salesmen together averaged 30 sales a month. In his first month with the company, Perl pushed the sales to 203, passed 500 last August, hit 1,600 in November and, by last month, his 340-man sales staff was bringing in signed and sealed contracts at the rate of 2,500 a month.


Perl employs a unique combination of media in developing leads for the at-home sell. His principal advertising is a network of modernistic display booths in 13 stations and air terminals from New York to Chicago. One in Grand Central Station, for example, develops more than 1,000 leads a month. Pearl says "these leads cost about 50 cents apiece but our rate of conversion is high. One out of three ends in a sale."

Perl also makes use of transportation advertising on a limited scale in Chicago, suburban New York, Boston and Baltimore, with a remarkable return for his investment. The cards come with a "take me" booklet (which, strangely enough, opens with the headline "Thank you for taking me . . ."), and commuters have been returning more than 200 business reply cards a month ("And that's not counting the usual response from kids and cranks," Perl quickly adds.).

Another of Perl's off-beat advertising ideas is a "Sunshine-Mobile," a demonstration van destined to sell cross-country the theme that sun and fun go together at Port Charlotte, (Fla.).

Perl sincerely believes in the Florida development plan. "We're creating a community and a way of life . . . ask the people who are planning ahead and buying home sites for retirement."

But Perl, himself, has not yet bought his Port Charlotte homesite. He's much too busy now to think of retirement.



A new way to watch your ad money

The second of TIDE's series on the ad administrator describes a unique method for client budget control at Young & Rubicam. The case in point: how Y&R and one client, Bristol-Myers, jointly control the ad budgets for Bufferin and Sal Hepatica.

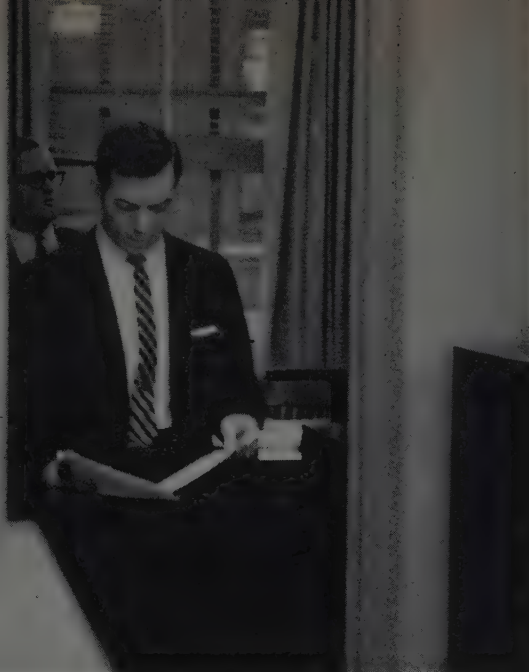
On January 1, the pensive, pleasant man that left officially set in motion a unique system that may go a long way towards solving one of the advertising business's knot-tiest problems. George Farrand, Treasurer since 1955 of Young & Rubicam, the nation's third largest agency, and a prominent figure in the ad agency financial world, launched the Y&R client budgetary control unit.

This unit, an outgrowth of Y&R accounts' thinking and experimentation for many years has, for all intents and purposes, the avowed aim of helping both account people and client personnel know, up to the minute, just how much money there is to spend advertising a product, how the budget commitment stacks up against the original ad plan and how much money can be reapportioned to other products of Y&R clients.

The budgetary control unit at Y&R is under the protective wing of assistant treasurer Paul Muller and directly in the hands of client budget control coordinator Paul



Y&R assistant treasurer Paul Muller, head of client accounting under treasurer George Farrand, oversees the agency's new client budgetary control unit. The outgrowth of work pioneered by his predecessors and perfected by Muller, the new five-member unit is headed directly by client budget coordinator Paul Bonin, who reports to Muller.



Y&R client budget coordinator Paul Bonin, 29, who joined the agency last June and took his post officially in January, has one primary function: to act as the central liaison between agency personnel and clients on budget operations. The object: to match actual ad expenditures against commitments and relate these figures to the client's overall ad budget plan.

Bonin, who came to the agency last June and underwent an extensive training program before being moved into the budget slot.

In their way, Bonin and the four man unit he heads are the latest counterparts in the agency world to the company ad administrator which *TIDE* described last month — the specialist well grounded in the fundamentals of accounting and budget control.

Says Muller: We finally conclud-

ed that coordinating Agency departments, such as Contact, Media, Traffic, TV Cost Control and Accounting — and, of course, the client budget operation — was a job that required a supervisor with no other responsibilities. That is why we hired Bonin."

Essentially, Bonin's job, under Muller, is to take the accounting paper work off the backs of the account people and have on tap the

latest budget information as the client wants it. Also, to keep the agency people apprised of the latest budget changes from the client side and of funds available for advertising.

In short, Bonin's job is to make sure the original client-agency budget plan is matched by current or planned expenditures and constantly to check estimates of client ad expenditures against actual costs, making adjustments as the

Y&R's checklist for effective agency-client budget control

Here are the questions Y & R thinks a client must answer if he wants to keep track of what he has and hasn't spent on advertising. Generally, there are three important areas that must be covered.

1. Products and budget classifications:
 - a. Over which products will control be maintained?
By what budget classifications?
 - b. Are budgets interchangeable between products and budget classifications, i.e., how easily, if at

- all, can appropriations be shifted from one product or budget classification to another?
- c. Is there need for a non-budget classification due to fact that some agency charges will not apply against budgets being controlled, e.g., promotional charges?
 - d. Will the client make charges other than agency billings against controlled budgets, e.g., employer share of talent payroll taxes, promotion not handled through agency, internal adjustments? If so, how will these be reported to the agency?
 2. Client's accounting policy:
 - a. What is the client's policy for

- booking advertising expense, e.g., by agency invoice date, client payable date, period to which advertising applies or other? Are print and space production charges booked on a cost-incurred basis, on a work-completed basis, against first month in which advertising is run, or are they amortized over entire period of related advertising impact?
- b. Is advertising expense charged before or after cash discount deduction?
 - c. If the client accrues advertising expense at year end and an under or over accrual results, how is the difference handled?



On the agency side, Bonin's chief job is to keep tabs on all changes affecting the client's budget. Here he consults with part of the account group servicing Bristol-Myers. Left to right: Robert Osburn, vice-president in charge of Bufferin, Robert Perkins, Bufferin account executive, Seymour Drantch, Bufferin media buyer, Bonin and Thomas Cox, vice-president and supervisor of the Bristol-Myers account.



Consulting with the client, Bonin (center) goes over latest budget figures with Bristol-Myers ad controllers Keith Olds (left) and Bill Baumgardt. Olds and Baumgardt report directly to Bristol-Myers assistant treasurer Alfred H. Siemers and divide budget responsibilities for the dozen or so brands sold by the Bristol-Myers Products division.

year progresses.

To do this, Bonin, who does not necessarily get into long-range ad planning for either the client or agency sides, maintains a continuing file on all changes involved in the advertising for a specific client (Y&R naturally provides advertising budget control for all its clients, but the specific system varies with the circumstances in each case).

Bonin gets all the "source data"

on an account from those working on it (account executives, traffic, media) and keeps a running record which is brought up to date as the client prescribes (generally by quarters). Y&R, which also is investigating more internal controls such as those over client props, in setting up such a system for clients must find out a definite set of answers to budget questions (see box on p. 26).

Perhaps the best example of how

B-M's Siemers (left) set up the present ad control section at Bristol-Myers two-and-one-half years ago in cooperation with Y&R's Muller (right). The purpose of the two-man section, says Siemers, is "to make sure we carry out our budget plans and spend what we set out to spend."



Against current year budget?
Against surplus?

- d. How does the client treat adjustments received in one year which apply against a prior year, e.g., rebates, short rates, and which had not been provided for in year-end accruals?
- e. Does the client ever defer advertising expense?
3. Liaison and reporting:
 - a. Who are client personnel assigned to coordinate its budget and accounting records with the agency's? What procedures will be established for cross-checking records?
 - b. What will be the form and nature of budget reports?



B-M ad controller William W. Baumgardt, formerly with Pillsbury's export division, took his present job when it was created two-and-one-half years ago. He not only watches the B-M budgets for Bufferin and Vitalis hair cream (via Y&R), but also for Ban (through BBDO) and Theraderm and Vitalis (through Doherty, Clifford Shenfield and Steers); and the B-M expenditures for six TV shows.



To make sure that B-M's expenditures during each quarter closely match the quarterly budget, Baumgardt is in constant contact with B-M product managers. In January, the B-M products division changed its marketing organization to the product manager setup (previously each product had a product ad manager and a merchandising manager). Here Baumgardt confers with Bufferin product manager Jack Morgan.

Y&R's new budget control unit works with a client lies in the arrangement and procedure with Bristol-Myers Products Division (Ipana, Bufferin, Mum, Ban, Vitalis, etc.).

The B-M system for controlling ad expenditures (pictured on these and the following pages) grew out of its experience with various agencies which indicated that annual ad expenditures would not be close enough to the annual budget for financial planning unless controlled by the client.

These variations from annual budget prevented an accurate forecast of B-M's annual earnings which is updated throughout the year by predicting the effect on earnings of anticipated sales and spending variations. The variations from budgeted advertising expense were doubly hazardous since they did not show up until year-end when the books were closed.

Today, the prime purpose of controlling ad expenditures at B-M is: to insure that expenditures for advertising, as recorded on the Company books, are within the annual forecasted amounts for advertising expense appearing in the forecast

of sales and earnings of the Products Division (which accounts for a large portion of B-M's annual advertising expenditures).

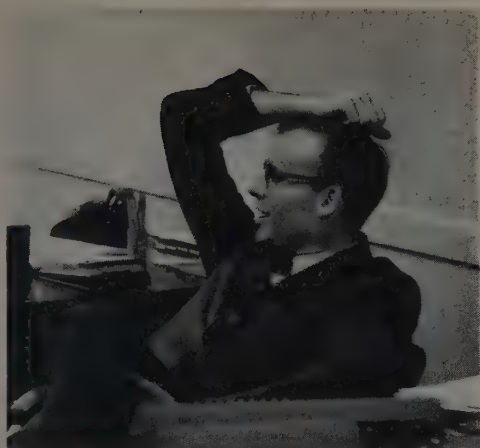
"This control", says B-M assistant treasurer Alfred H. Sieners, "insures that the agency will maintain the proper coordination between its various units which is necessary when so many different departments are spending against a common budget. The control works because no invoices are passed for payment by Bristol-Myers Products Division unless they are within the annual budget and the reasons for non-payment can be readily explained to the agency on the basis of the agency's invoices and the agency's expense estimates which have been approved by our advertising department".

The B-M system of control which is maintained by ad budget controllers, W. William Baumgardt and Keith Olds is quite simple and direct. After an annual ad budget has been determined for each product a plan for spending the budget by media by quarter is prepared by the agency in conjunction with the B-M ad manager.

The agency then prepares estimates or purchase orders for the various advertising commitments which it wishes to make. After an estimate has been approved by the advertising manager it goes to the ad budget controllers who determine that the total of that estimate and all other estimates approved to date are within the totals for that media as set forth in the plan for spending.

If the estimate meets this requirement it is finally approved and the agency is then authorized to make the commitment on behalf of B-M. Agency invoices for advertising expense must also go to the ad budget controllers for final approval before payment. They will only pass an invoice if the total of that invoice and all other invoices passed against the estimate number appearing on the invoice do not exceed the total of the estimate.

Probably the crux of the ad control reporting system and its usefulness to client and agencies is wrapped up in the regular monthly reports that B-M product managers must make to their marketing management. ♦



B-M ad controller Keith Olds joined the company a year-and-one-half ago. Like Baumgardt, Olds handles a variety of B-M product division lines and TV shows, e.g., Ipana, Mum and Mum Mist (through DCS&S), Trig and Trushay (BBDO); two TV shows (Peter Gunn through DCS&S) and the Jack Paar Show through (Y&R). Olds, previously was a budget controller at the Anaconda Corp.



Olds and Sal Hepatica product manager Bruce Cokeley confer on the latest changes in the marketing and advertising strategy for Cokeley's product. Such information is necessary to Olds for maintaining the monthly analysis the ad control section prepares of the advertising expense for the B-M products division.

Lunch at "Top of the Sixes": the B-M-Y&R ad control team work out future plans at Fifth Avenue's Tishman Building. Left to right: Olds, Bonin, Baumgardt, Siemers and Muller (far right).



Are you missing a major mass market?



A new study by Social Research, Inc. finds

the working class housewife a fertile source of market potential. Yet she

is ignored by many advertisers. This exclusive report tells who she is and what she wants.

In May, Social Research, Inc. will launch a new book entitled "Workingman's Wife" (Oceana Publications, \$7.50). Prepared by SRI executive director Dr. Burleigh Gardner and his staff, it examines the working class housewife's psyche, personality and mode of living in the light of what and why she buys (or doesn't).

According to Department of Commerce figures, there are approximately 29,045,000 blue collar workers in the U.S. today. SRI contends they represent a virtually untapped goldmine of market potential. Gardner and staff elected to tackle the working class *wife* only; their previous research finds that in blue collar families it is the woman who generally controls the finances and does most of the purchasing.

This exclusive report explains what advertisers should know about the working class wife: who she is; how she lives; what she wants; her market potential; her attitudes and outlooks; where she buys; what methods sell her; how and what she buys. The book is based on a 1958 study (financed by Macfadden Publications) of 480 working class wives and 120 middle class women (for comparison) in Chicago, Louisville, Trenton and Tacoma, plus previous research SRI has been doing through the years.

It is SRI's contention that many U.S. businesses which, to operate profitably must sell to or communicate with the working class fail to recognize its existence, importance and growing economic power.

The result is that they produce "countless ads which in many subtle ways talk to the higher status groups. The reactions of wage earners to such ads ranges from indifference and apathy to downright hostility."

Here, then, for advertisers is the inside track on the working class wife.

Who She Is

In the SRI study, she's a married woman between the ages of 20 and 44—the life stage when she is "most active in the market place."

What makes her a "working class" wife? In SRI's

study, she is married to a blue collared, wage earning employe who works with his hands at a manual or "menial" task, as opposed to a white collared, salaried man who works with his head or through relationships with others, e.g., salesmen.

But on the grounds that there is no clear-cut or absolute definition of social class, SRI selected its sample on the basis of six status characteristics—income, household head's occupation, reputation of neighborhood, educational background of husband and wife and associational behavior.

In short, contend Gardner and staff, the most vital factors in determining social class is a person's manner of living and the way in which he makes that living.

How She Lives

For the typical working class wife, life is far from a bed of roses. She is almost literally a slave to her household chores. She has neither the time nor inclination to join clubs or participate in sports. She seldom has the money for evenings on the town. Her one savior is the television set.

SRI finds that almost without exception, the blue collar wife's every day is centered firmly around the tasks of housekeeping, child-rearing and husband-serving, in that order of time and importance.

During the interviews, the majority of working class wives persistently describe their days as "dull," "crowded," "a mess," and "humdrum," dismal adjectives rarely used by the middle class women surveyed.

Part of the blue collar wife's problems are beyond her control. Unlike many middle class women, she almost never has household help. More often than with the middle class, working class husbands have extra jobs on weekends or in evenings. Thus the brunt of running the household falls immutably on the blue collar wife's shoulders.

On the other hand, much of her drudgery is strictly her own doing. From the interview descriptions of their typical day, SRI concludes that blue collar wives are decidedly disorganized housekeepers. They tend



to make extra work for themselves.

Comments the book: "The lower class woman is hell bent on doing everything (and the same things) every day. The middle class woman assigns a different day for her various chores and apparently makes more efficient use of her housekeeping time."

Her Market Potential

The department of Commerce estimates that 29,045,000 of the total 63,973,000 U.S. labor force are so-called blue collar workers—craftsmen, foremen, operatives, service workers (other than household). SRI, reluctant to boast exact figures because "census-type studies do not generally involve the complex criteria necessary to accurately assess social status" does own up that "about 60% of urban families are wage earning families, and their proportion in the population has been increasing steadily during the past 50 years."

There is graphic evidence that the working class's economic power is becoming something to consider. As an indication, SRI quotes some figures from Arno Johnson, J. Walter Thompson vice-president and senior economist, who notes that as of January, 1958, weekly earnings in manufacturing "had grown to \$83.50 which is 3 1/3 times the 1940 level of \$25.20. Even after correction for inflation," computes Johnson, there is an increase of over 60% in real wages."

And from a recent speech by Yale president Griswold, perhaps delivered with a catch in his voice, is the news that "buying power in the past 16 years has increased 64% for industrial workers, as compared with 29% for lawyers and 12% for college teachers."

As further proof, SRI points out that 73% of all families in the \$3,000 to \$5,000 income group are classified as wage-earning. Even more significant is the revelation that working class families comprise 52% of all family groups with incomes over \$5,000 a year.

But while these 52% may have technically reached the low end of middle class status, they are unfortunately not necessarily easy marks for new products. As economist Johnson puts it, these working class

families could represent "substantially increased markets for goods, services and investments if only they were to take on the habits and desires of the (higher) income group into which they move." But it's the big "IF" that makes the difference, for as Johnson warns, "they do not take on these habits automatically. Their whole previous life time training, in most cases, was built around a different concept of how to live."

Her Attitudes and Outlook

SRI's study credits the working class wife with a striking lack of mobility and self-confidence and an overabundance of insecurity and pessimism. While these negative characteristics seemingly make her a tough nut for advertisers to crack, they are the keys to her vulnerability. Here's the picture SRI draws.

"She accepts things as given. She is inclined to take for granted the world as it is. She has little interest, energy or skill to explore, to probe into things for herself. Her energy is largely consumed in day-to-day living. She is very much open to suggestion and amenable to guidance that is *presented in terms that fit into her needs and view of the world.*"

"She tends to have a negative way of thinking. Mental activity is arduous for her. Her ability for inference, particularly in unfamiliar areas, is limited, and she tends to experience discomfort and confusion when faced with ambiguity or too many alternatives. She does not have faith in her personal efficacy."

Money appears to be the working class wife's biggest source of worry. SRI finds that despite their relatively good incomes, blue collar wives "have a strong psychic sense of money deprivation." Few of them think of their incomes as much above average, even if their husbands have some of the higher paying working class jobs.

Worse yet, the typical working class woman sees little hope for better days. Unlike the middle class women surveyed (many of whom right now are little better off financially) blue collar wives neither have confidence in their husbands' earning potential, nor are they optimistic about the general state of the economy. In fact, if they see any change at all in the status quo, it is definitely for the worse.

Where She Buys

In many ways, finds SRI, working class wives are "not optimistically oriented toward buying and spending. They lack confidence in their buying skills and exhibit a distrust of the business community—which they view as being only too ready to take advantage of their own ineptitude."

Thanks to this fear and distrust, blue collar wives have developed what Gardner and staff term "extremely narrow horizons in their choices of shopping places."

Says the book: "In comparison with middle class women, blue collar wives are provincial shoppers. The working class wife confines most of her shopping

expeditions to those neighborhood stores where experience has taught her she will neither be 'taken' or 'ignored.' She prefers to make her big ticket purchases through 'connections,' such as friends or relatives who run businesses.

SRI's comparison of the shopping patterns of middle and working class wives shows the latter far less inclined to patronize downtown business areas or suburban shopping centers. Their loyalty is clearly to the trusted local stores which run through their own working class neighborhoods."

This wariness of retailers rubs off on advertisers, warns SRI, for whether the working class woman's belief she has been taken is real or imaginary, "she feels she must be on her guard because *any people* who sell to her cannot be trusted."

What Sells Her

One thing in the advertisers' favor is the blue collar wife's preference for national brands. This is part of what SRI terms her constant quest for a "good buy." She believes, say Gardner and staff, that a brand well advertised is probably a good bet because it means a solidly established company stands behind it."

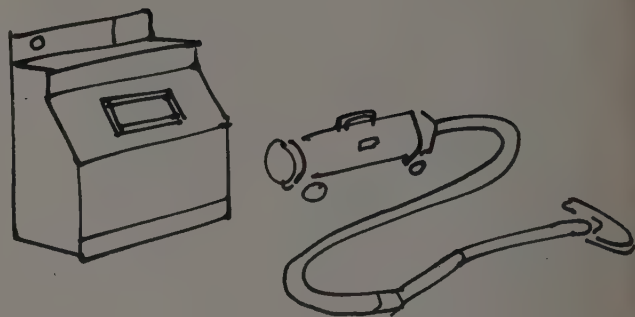
Because of her basic goal to attain "common-man" respectability, advertising that presents products and brands "as part of the well-stocked larder which goes with the average man's status" hits the spot. And the more descriptive the advertising the better, finds SRI, for because "working class women are not confident consumers, they must be shown what to do with a particular product and how to fit it into their lives."

What specific methods of selling or advertising crack the blue collar wife's doubt barrier?

Mass media turns up as the working class wife's most important contact with the unfathomable outside world. SRI finds that "working class women rely on ads in mass to educate them." They use their "media-acquired knowledge of a product to provide them with a defense against the assault of 'deceitful' salespeople." And, tied in with their inability to cope with too many alternatives, blue collar wives find the wisdom attained through print and TV advertising "helps remove some of the anguish of on-the-spot evaluation and decision-making in the market place." Television is obviously a major force; a startlingly large number of the working class women surveyed deem their TV sets the most cherished household possession.

Word of mouth emerges as an important sales impetus, bearing direct relationship to the working class woman's lack of confidence in her purchasing judgment. Demonstration parties and door-to-door salesladies show up as two good ways to get the message across, for she regards them as a welcome interlude from the regular household routine.

But in the final analysis, finds SRI, it's most often the fliers from a favorite neighborhood store that sell



the blue collar wife. Reason: they offer the triple security of "letting her know when she can make a safe purchase by buying a *nationally advertised brand* from a *trusted local distributor* at a *price within her reach*."

How She Buys

Almost to the woman, the working class wives surveyed expressed a strong aversion for installment buying and an equally rabid desire to pay cash for everything. Yet, further probing by the interviewers revealed that two-thirds of them were actually in some kind of installment-planned debt (with monthly payments averaging \$32) other than their house mortgages.

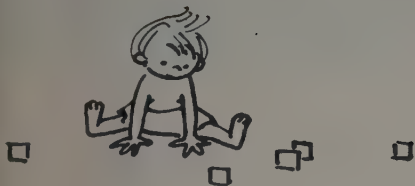
Obviously, concludes SRI, the blue collar wife's eyes are bigger than her pocketbook. Complicating this is the fact that most working class women are inveterate small-item impulse buyers, a nasty habit that depletes the funds stashed away (more often in tin cans or envelopes than savings banks) for bigger, more important purchases.

What She Wants to Buy

To get a picture of what women buy, SRI asked the blue collar and middle class wives two hypothetical questions, "How would you like to spend \$5,000 a year if that were your annual income?" and "What changes would you make if you had \$2,000 more available?"

A list of twelve possible avenues of expenditure was provided and the women designated how much out of the hypothetical budgets they would earmark for each. While SRI admits that "behavior in a store is usually less rational than what is contemplated from the living-room," it nevertheless believes "that what women verbally indicate they *ought* to buy reflects important motivations which do guide their purchasing behavior."

At the \$5,000 level, the blue collar wives gave first priority to food, setting aside an average of \$1,200. Surprisingly, though, at the \$7,000 income level, they upped the annual food budget a mere \$5. Further, by



their own report, out of their real budgets which average only \$4,300 a year, these same women actually are spending \$1,400 annually on food.

Explains SRI: "The conclusion is inescapable that working class women reject a picture of themselves as self-indulgent with respect to food; they reject food as an item worthy of lavish expenditure."

The working class woman is considerably less vitamin-conscious or variety-minded than her middle class counterpart, reports SRI. She is a far cry from a gourmet or a creative cook and is not particularly concerned that her meals may be getting boring. In spite of her consistent complaints of too much housework, too little time, she shows significant resistance to foods that are too easy to prepare.

Working on their hypothetical budgets, blue collar wives gave second priority to housing, allocating at both the \$5,000 and \$7,000 income levels an average of 20% for rent or mortgage payments. Gardner and staff find working class women have an almost fiendish desire for homes of their own or, at minimum, apartments where they can avoid, as one wife puts it, "the slums and the crumbs." Yet their projected 20% outlay for housing is on the low side of the 20% to 25% figure recommended by budget experts and substantially under the 26% average endorsed by the middle class women surveyed.

Among the working class women surveyed, the equipment inside their homes — appliances and furniture — is third on the priority list. In fact, at the \$5,000 income level, they would spend 35% more for furniture and appliances than their middle class counterparts.

On a \$7,000 hypothetical budget, they would outspend the middle class by a staggering 110%.

Actually, both middle and working class women want about the same appliances in their kitchens. The latter, however, is willing to sacrifice a more expensive house to get them. Further, says SRI, there is an important difference in their motivations. "Middle class women want such equipment to get them out of the kitchen as quickly as possible. "Working class women, to the contrary, see no such escape, nor do they really want

it. They are willing to make the kitchen the heart of the home, provided it is attractive enough."

Savings get fourth priority among the blue collar wives. Working with \$5,000, they say they would sock away an average of 10%, upping it to 13% if their hypothetical income were \$7,000. Significantly, in either case the amount is about 40% more than the middle class women surveyed believe they could or would save.

Interestingly, in making out their hypothetical budgets, working class women assign a much larger amount to the automobile category than do their middle class counterparts. This, conclude Gardner and staff, "is apparently a concession to the husband's happiness, for most working class women take no part in choosing the family car."

Sheer newness, rather than quality, is the prime criteria for wanting a product among many working class women. Differences in the buying motivations between blue collar and middle class wives are shown by their reactions when asked what new products they'd like most. Working class women confined their choices almost exclusively to appliances, particularly clothes washers, dryers and color TV sets. From the middle class women, quite a different story — furniture, furs and cars, and if they mentioned utilitarian items at all, they were things which would beautify their kitchens — built-in refrigerators, table-top ranges, wall ovens — rather than simply reduce the work load.

Quite unlike the middle class woman, the blue collar wife tends to ignore the aesthetic aspects of furniture and clothing, judging them strictly for their labor saving qualities. For example, those surveyed exhibit a marked affection for miracle fabrics because they cut ironing time, for modern furniture because its simple lines makes cleaning easier. Among the middle class wives, these same items were frequently termed "ugly."

This, then, is the blue collar homemaker as Social Research, Inc. depicts her in "Workingman's Wife." According to Gardner and staff she is a vital part of a vast group of consumers who have their own special dreams and desires, their own way of reacting to products, to advertising, or to sales messages. ♦



The Tide Advertising Executives Panel is surprisingly satisfied at the way its members' salaries have increased in the past two years.

How does your salary compare with the increases reported here?

Are you getting paid enough?

If it's true that diamonds are a girl's best friend, you can bet that a man's best buddy is money. It would seem foolish to deny that most of us spend almost every waking hour in hot pursuit of the dollar, for rare is the man who honestly considers his job an out-and-out labor of love. But are the blood, sweat and deadlines paying off?

At least among the members of a representative group of ad executives, money is rolling in along with the boss's hearty handshake of appreciation.

Over three fourths of TIDE's Advertising Leadership Panelists joyously report they have received raises within the last two years. For half of them, the fatter paycheck started coming within the last year. Pity, though, the 23% who are still waiting in vain.

To 34% of the Panelists, the last raise was certainly something to write home about — at least \$2,500 a year. Only a handful — 11% — came close with an annual boost of from \$1,500 to \$2,500. Another 22% increased their take home pay \$1,000 to \$1,500 and slightly more — 26% — are between \$500 and \$1,000 richer. Leaner pickings for the remaining 7%, whose raises amount to a mere \$500 per year or less.

While a whopping 77% of TIDE's Panelists are satisfied with the recent adjustments in their pay checks, several temper their glee a bit. The executive vice-president of an agency among top 20 in billings, for example, probably expresses the thoughts of many highly paid people. He theorizes that, with the long arm of the Internal Revenue Bureau ever-present, other compensations besides money are "needed to bolster incentive" at his bracket.

Another satisfied Panelist, a vice-president of a company apparently not too hard-hit by last year's recession, says his firm hands out raises "based on a percentage of sales," a system which to him has proved "completely fair and realistic."

Not surprisingly, most of the displeased admen are those who have received piddling increases or none at all. The dissatisfied president of a Chicago agency, obviously his own worst enemy, admits it's been over two years since he gave himself a raise. And as one understandably disgruntled Panel member puts it, "Satisfied with a cut? Heck, no!"

The majority of TIDE's Panelists apparently are masters at their

trade, for 55% report their pay hikes were in the form of merit increases. Another 18% got the salary boost along with increased job responsibility, though they retained their old titles. An additional 12%, however, found a bigger title thrown in with the bargain. Only 3% of the admen surveyed have a higher salary and a more glorious title without the burden of extra responsibility.

Knocking holes in the fairly common assumption that raises among advertising executives are about as natural as childbirth is the revelation that only 8% of the Panelists got their hikes through automatic company or agency increases. And despite the frequent contention that job hopping is the best way to get rich quick, only 4% of the admen got their salary increases through such a switch.

The rest of the Panel members attribute their increased earning power to a variety of phenomena. One simply demanded — and got — more money. A couple found that a threat to quit pays off. Several name new contracts and increased billings as the reasons for management's generosity and one Panelist, who is the president of his company wangled more money after he discovered that one of the



vice-presidents was making more than he.

Is advertising the fastest route to the rainbow's end? TIDE Panelists are almost evenly divided on the question of whether executive salaries increase faster in advertising than in other lines of work, with slightly more of them registering naes than yeas.

Interestingly, most of those who think they are doing better than their fellows in other industries are agency, rather than company, ad executives. And, in general, they attribute advertising's higher salaries to the unstable nature of the beast.

An agency partner, for instance, thinks most managements give frequent and substantial raises out of sympathy for "the high degree of insecurity in the agency man's job." Vice-presidents of two Top 20 agencies venture that high salaries are given as direct compensation for this lack of security.

One admanager who agrees that "company executives have more security" than agency men points out that the advantage is virtually negated because the former has "less chance for rapid advancement."

Then, of course, there is the age-old rivalry between advertising and sales, a battle which usually has more effect on the company ad executive's salary than the agency man's. One company big wig comments that "since advertising follows sales so closely, it is likewise compensated as sales jump," but an admanager on the Panel grumbles that "sales salaries always seem to get the jump."

And apparently this inequity is not always a figment of the admanager's imagination. From the other side of the fence, one company sales manager says he finds that many organizations look upon their ad department as a "non-productive necessary evil."

Right from the horse's mouth, this is what the admanager of a liquor company must contend with. Complains he: "We can't prove that our advertising helps produce revenue. If sales go down, (management says) advertising is to blame. If they go up, we have a wonderful sales department."

Speaking for the defense, a drug firm vice-president theorizes that if company ad executives get short shrift in the salary issue it's because "advertising (as an intangible) is difficult to prove, and sales executives, because of their direct tangi-

ble results, move along at a faster rate."

Thankfully, a considerable number of panelists think a job in advertising, be it company or agency, is just about the best place to get ahead from the standpoint of both salary and opportunity. As one happy adman expresses it, "Being a business of ideas, and ideas come to young men as well as to men who have been in the business many years, there is more tendency for the criterion to be performance of the individual and not simply seniority or age."

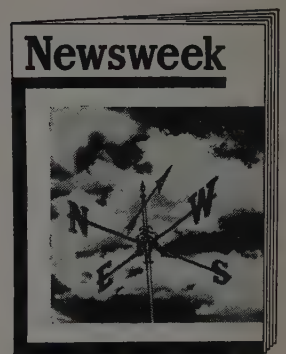
Refuting his fellow Panelists' contentions that the ad business's softest spot is intangibility, he adds that "the very nature of advertising permits real ability to show graphic proof of competence because performance is easily checked and therefore easily rewarded."

Perhaps the best summing up comes from the adman who says that in the ad business it is either "feast or famine. During famine years, you are lucky if you don't suffer a pay cut. During feast years, the picture is pretty good."

In any case, if your salary follows the trend sent by the Panelists'—hold tight! Half of you will get a raise within the year. ♦

In the second half of 1958, Newsweek led the newsweekly field in advertising pages.* Ask your agency why.

**Source: P.I.B.*



*The different newsweekly
for communicative people*



"Name is 'Ukluk', Alaska agency,...wants to merge..."

Everyone has been waiting to see the March issue of McCall's, first to have on its masthead the name of Herbert R. Mayes as Editor.

Leading off this newsworthy, exciting issue is a new monthly page called "LIVING WITH PEOPLE . . . new points and viewpoints about that familiar but ever-meaningful subject of Togetherness." Signed by the editors of McCall's, it features the following editorial.

• • •

"That word: Togetherness has been on the nation's vernacular hit parade for almost five years. As a word and as a concept it has been used and misused. It has been caricatured into a synonym for cookie-cutter conformity and distorted as a symbol for male domestic slavery. Over-simplified, it also has been known to make family happiness sound like something you take out of the freezer.

"But most Americans — and many of our more thoughtful social observers — have seen Togetherness as a positive contemporary force. Everywhere you look, that old-but-new family feeling is still going strong, and growing. It is materially measurable in numbers of marriages, children, homes, renewed religious affiliations, station wagons. However, numbers and material evidence do not tell the whole story.

"Togetherness, like love, is essentially an individual reality, a special, inexpressible mystery and magic that varies for every person, every married couple and every family. One kind of household will always move in the same direction at the same time. Another will be both dispersed and contained, like a cigar box of marbles. There are husbands and wives who want to share every thought. Others find a system of intertwined privacies a rich relationship.

"We live today in an awesome universe. New planets are orbiting in limitless space; frightening new regimes on earth have deemed family life obsolescent. The feeling of people for one another is more precious than ever before in our history. This is no time to shut one another out."

• • •

This makes it clear — the magazine of Togetherness is going to be even more so.

The



Woman's Viewpoint

by dorothea diamond

Columnist undergoes depth interview

Ever since I first heard about motivational research, I have been curious about one of its main props — the depth interview.

What's it like to be depth interviewed? How does a depth interview differ from an ordinary interview?

To obtain first-hand information on this topic, I recently spent some time at the Institute for Motivational Research at Croton-on-Hudson, N. Y. After driving down winding, mile-long Prickly Pear Hill Road (aptly named since the Institute has been a goad to many in advertising), I reached the renovated castle overlooking the Hudson where Dr. Dichter reigns. There I was turned over to Colin Kempner, research coordinator, who administered a capsule version of the depth interview that was part of the research for a report to the Sterling Silversmiths Guild of America.

Kempner began with general questions about my housekeeping procedures. Then, moving closer to sterling flatware, he invited me to ramble about such matters as the way I serve meals in my home, early memories of sterling, my first purchase of flatware and what I would buy with unlimited resources. I was also asked to comment on what advertising I had noticed recently (turns out I have been practically immune to it).

Even though this was an abbreviated interview, when Kempner finished I had absolutely no more thoughts to volunteer about sterling. I felt we had completely exhausted the topic.

After the interview I learned that

a depth interview differs from an ordinary interview in that an attempt is made to elicit feelings as well as facts. In addition, the interviewer is not chained to a list of printed questions but is encouraged to follow up promising leads in the conversation.

My main impression of the experience, in view of the hullabaloo created by "The Hidden Persuaders", is that there was absolutely nothing sinister about the whole business. The interviewer went about his job much as a newspaper reporter goes after a story — only here opinions about a product were sought rather than an issue of the day.

If there's anything wrong in finding out what people think about your product, in uncovering their resentments and meeting their needs, then I fail to see what it is. After all, isn't that what advertising has always done?

Disillusioned traveler

If this columnist looks at resort advertising with skepticism, it's with good reason. I now read many of the advertisements in the travel section of the newspaper strictly for amusement. My disillusionment came about this way:

I have had one bond in common with Deputy Premier Mikoyan — a long-standing curiosity about the so-called luxury hotels lining Miami Beach. But, whereas the Premier returned to Russia without visiting any, my wish was gratified. Flying down to Miami for a combined business-Orange Bowl trip with my husband, we succumbed to the roseate prose and elected to stay at one of the Gold Coast hos-

telries. Five days later, happy to be back home even in a wintery chill, I can only report that the lavish promises are merely an ad-man's dream.

Although the hotel where we stayed advertises a substantial amount of beach and gardened Cabana area, actually the narrow strip of beach was under water whenever I looked for it. As for the various hotel attractions — they were almost as hard to get into as an Ivy League College. Other travelers have told me similar tales of disappointment, citing "coupons" on package deals that were almost impossible to cash in, the "free" beach chairs that turned out to be reserved for the duration and were obtainable only by dispensing largesse to an attendant and the steaks and chops that existed on the menu but were mysteriously "out" in the kitchen.



Evidently there have been enough complaints against these hotels to force them to state at least in small type how many rooms are available at the advertised minimum rate. While travelogues and travel literature are notorious for their exaggeration, I still think that a little less romance and more hard facts would be in order. Meanwhile, having been bitten, I'm operating on the premise that the less a resort advertiser

promises the more he is likely to deliver.

Of home furnishings and sales people

Having been for the last few weeks in the throes of that traditional feminine occupation, interior decoration, I have had plenty of opportunity to observe furniture salespeople and stores.

If the home furnishings industry wonders why sales are declining, I can volunteer one reason why: The average furniture salesman in department stores is so enamoured of the wares he's selling that he hesitates to detach himself from the comfortable upholstery to wait on a customer. Standard operating procedure is to answer an inquiry with a wave of the hand and "Over there, Lady." After said Lady has ventured over there and returned, weaving a precarious path through a maze of tables, the salesman (still seated) then accosts her at the exit and asks, "Did you find it?" Needless to say, in many cases she hasn't.

Two small products that are especially hard to come by are a well-designed modern magazine rack and well-designed overhead lighting fixtures.

Turning from the specific to the general, I find many furniture departments confusing and poorly organized. It's hard for a shopper to tell whether she's covering the entire territory. Also, the strict separation of modern and traditional on different floors is a nuisance in an era when we are being encouraged to combine them.

Air travel—the bad and the good

Flying during a rush season served as a sharp reminder of how much the airlines need to improve their on-the-ground procedures. A half hour wait at the check-in counter was quite common.

At the National Airlines' city office, where strikes of other lines and the holiday boom aggravated the situation, prospective passengers were served according to numbers drawn from a hook. It was all of three hours before our digit was called and a routine matter was attended to.

While we're on the subject of

flying, I'd like to commend —

- National for since eliminating one phase of the rat race — the prolonged line-up at the departure gate — by reserving seats for coach passengers.

- Northeast for its pleasant personal service on the way down. Other people have told me they like this line.

- The *Satevepost* for a thoroughly honest piece on a transatlantic jet flight which has aroused considerable interest and discussion — and also respect for the magazine.



No refueling stops at Goose Bay, Labrador or Gander, Newfoundland when you fly El Al jet-prop Britannia between New York and London or Paris. It's the only jet-powered airliner that makes a non-stop regularly across the Atlantic. Book El Al Britannia to London, Paris, Rome, Zurich, Athens, Tel Aviv. EL AL ISRAEL AIRLINES. Service headquarters: 200 West Street, New York, N.Y. 10038. Other offices: 1000 Madison Avenue, New York, and throughout the world.

- And El Israel's "No Goose No Gander" ad, dramatizing its non-stop service to Europe, which struck me as inspired copy.

Paint story

Pink no longer is just pink — it can be any one of a surprisingly large number of pinks at the paint dealer's. From visits to hardware stores and paint specialists, I came away filled with admiration for the large variety now being offered to the American housewife.

Some dealers and companies, I found, do a much better job than others in presenting their colors in an orderly progression on the racks. But the only serious merchandising flaw in my opinion is the scarcity of point-of-purchase material playing up the individual virtues of different brands. It's also conspicuously absent on the back

of the sample cardboard chips.

Because of this neglect, the decorating housewife makes her choice on such factors as color and price without regard for other important matters like wearability, washability and appearance on the wall.

Sound psychology

Naturally, a new baby product makes its debut accompanied by a picture of a baby. To launch its Baby Liquid Cream in magazines, Johnson & Johnson teamed a photograph of a sleeping infant and the headline "Soothing as Slumber".

I have been interested to learn why this particular pose was picked. Seems that the people at N. W. Ayer, including no doubt some sympathetic fathers, reasoned that this is the interval when a mother, free of diapering and feeding chores, is most apt to enjoy her child and most receptive to an advertising message. The approach makes good sense to me.

The new cream, I am happy to report, is an excellent, non-greasy product that is pleasant to use. If mothers start using it on their hands as well as the baby's bottom, Johnson & Johnson won't be either surprised or miffed.

One woman would like to see:

- Manufacturers of gas ranges supplement some of their rather superfluous gadgets with a really useful one — a buzzer that would sound when the oven reaches the desired temperature.

- Instructions imprinted in bold black type right on the fabric of an airplane life preserver so we would be able to follow the correct procedure easily in case of emergency.

- Sharp edges deleted from appliances. I'm thinking in particular of the one that cut the cord on my vacuum cleaner.

- A self-sealer on paper sandwich bags.

- Nail polish bases which actually make nail polish adhere longer as the ads claim.

- Women's rubbers accompanied by a carrying case so they can be tucked into a pocketbook if the deluge stops.

Public Relations

—by daedalus

Praise:

for KMOX-TV in St. Louis for staging a seminar for PR people. General manager Gene Wilkey set the tone with acknowledgment that "you can help us and we can help you, so we want you to know our policies, personalities, programming, and production."

This policy discussion was followed by specific suggestions from operating personnel: news director Spencer Allen on what makes a news release suitable for video; program director Leon Drew on the station's 82 live programs and opportunities for well-integrated PR features; and the sales staff on the stations own PR approach.

Here's a simple, inexpensive idea that created tremendous good will and surely will save KMOX thousands of dollars in time and energy by cutting down on wasteful PR practices. *It's also proof that the best PR starts with good performance.*

Criticism:

- for the release announcing the Canadian Public Relations Society meeting next April: "Every aspect of public relations will be discussed . . . all levels of public relations will be studied . . ."

No wonder editors become wary! If all these promises were fulfilled, the convention would last a year and feature 5,000 speakers. How much more effective . . . and believable . . . a straight, factual announcement would be.

- for the tendency to mass-mail everything as B. F. Goodrich did with a speech recently. It was multi-paged, poorly reproduced, with an unsigned covering note indicating that the speech contained interesting information about the rubber industry and the nation's economy.

If the material was important,

why wasn't it printed . . . as U. S. Steel does so effectively?

If the data was really interesting, why wasn't there a summary or an accompanying news release?

If the PR man had read *TIDE*, they would realize there wasn't one chance in a million any of the material would be used.

PR people should realize that one of their most useful functions is to help editors; to provide worthwhile material in an intelligent form, keyed to the publication format.

Trade Associations' Poor PR

Bee Mitchell, PR Director of Transogram Toys, circulated an indignant letter to the business press, criticizing business forecasts by "company executives who assume the role of spokesman for an entire industry." This, she maintains, is the role for the head of the trade association concerned.

Comment: your own industry does a good PR job (comparatively) but your comments will not apply generally, because:

- (1) If the press had to wait for most association leaders to speak out, the year-end prediction would appear in *July*.

- (2) With a few rare exceptions, trade associations are either woefully lacking in adequate statistics or the executive is scared to release them.

- (3) Only a handful of associations have any concept of PR and most of these have such meager budgets that they are lucky to get out an internal newsletter twice a year.

I've always maintained that you can spot a trade association secretary six blocks away by his standardized smile, his ability to create confusion over trifles and dodge policy decisions, and his skill in avoiding any action which might create controversy—even from one

member. These are hardly characteristics that build an effective PR program.

One of the ablest association executives once said: "A trade association should be a stool with three legs: (1) *statistics* to show members where they stand; (2) *research* to show what's happening to their markets and their products; and (3) *PR* to interpret these facts to members and customers and to create an image of the industry to important groups and people."

Measured by these standards, very few associations have a PR program worthy of the name. Yet there are many PR functions which a strong association can . . . and should . . . perform for its members.

- By stressing the growth of an industry, it can help members obtain financing quicker and on better terms.

- By publicizing new and constructive developments, it can build confidence among old customers and pre-sell new ones.

- A group can do better and more extensive research than the individual members.

- An association can offer specialized services such as forums and conferences alone or in cooperation with others, training sessions, etc.

- An association can present a strong front for legislation. In every case the success of these service programs depends on good public relations.

Personal:

Charles E. Allen, from Crown Zellerbach, to Director of International Division of Hill & Knowlton . . . Frank Hefter from Communications Counsellors to Assistant PR, Hilton Hotels International; at General Foods: John Schell from manager of press services to assistant manager, with W. A. MacFarlane taking his old job.

Want to live longer?

Here are tips on health hazards and some easy-to-follow rules to help ad executives avoid tension and fatigue

The advertising business is alternately referred to as the "rat race" and "ulcer mill." Perhaps a few misguided incumbents seek to lend a unique dignity to their profession by promoting these labels. Possibly the reputation has accrued from impressions created by some best-seller writers whose enthusiasm for the dramatic has outdistanced fact.

To set the record straight, admen are no less healthy than executives in general. As a matter of fact, on several counts they stand head and shoulders above many other management groups. A study of the health examinations of 5,000 executives in nine different industries demonstrates this point.

Admen examined ranked third highest in normal health—62.7% of them were so classified, which is a favorable comparison with the overall 58.9%. What's more, advertising executives are the least overweight of any of the other groups—5.9% to 15.2%, statistics show.

And the ulcer which has been hailed as the chief occupational hazard along Madison Avenue showed up more frequently on the examinations of a group of skilled laborers than in the annual health check-ups of agency executives.

Actually, advertising executives face few health pitfalls to which other business executives are not also exposed. The advertising business itself doesn't necessarily contribute to any more tensions or heart conditions or high blood pressure, but it does seem to attract personalities who may be more prone to those conditions.

Take any group of executives and you'll find them no less healthy than any other group of people. We get the idea that they are in such poor health because they are leaders in business and in their communities and when something happens

to them it makes the papers. Truck drivers die of heart attacks, too, yet we rarely read about their demise.

But the state of executive health is far from optimum. Indeed, the health of 41% of executives is subpar in varying degrees. And the pity is that in most cases it need not be! It is impossible to estimate how many heart attacks, how many ulcers or how many other serious diseases might be avoided if the executive paid more attention to his health maintenance through observing good living habits.

The average advertising executive gets far too little exercise. Over half (52.2%) of 6,000 executives in another Life Extension study reported that they exercise only infrequently. Most men I personally talk with admit this, too. The objective seems to be to get by with as little physical effort as possible.

Instead of walking a few blocks to an appointment, the executive hails a cab. Rather than allow ten or fifteen minutes after luncheon for a walk in the fresh air, he chooses to dawdle over a second or third cup of coffee and cigaret in a stuffy restaurant.

Exercise is an antidote to emotional stress and strain. It's a tension reliever better than any drug on the market. Physical activity is essential to the smooth functioning of the various body systems.

The average advertising executive—the man between 40 and 55—should certainly walk from 15 to 20 minutes three times a day, providing, of course, he is well and his annual health examination can establish any physical limitations he may have. This is a basic activity requirement. In addition, he should golf, swim or bowl or pursue any other activity which he enjoys and which is within his physical limitations.

For the average executive, exer-

cise is a case of feast or famine. While half of the management group are dangerously inactive, some of the remaining half tend toward harmful sporadic overactivity. We call them "week-end athletes."

After a relatively physically inactive week at the office, they rush home Friday nights for a full week-end of golf, swimming, dancing, late hours and more than moderate drinking and smoking. Of course, they have a terrific time, but by Monday mornings they are exhausted and have actually done themselves much more harm than good. The executive should limit himself to moderate forms of exercise and the man past 40 would be wise to omit the more strenuous tennis, handball, etc. which he hasn't the time to keep up regularly. Above all, weekends should provide time for *extra* rest and sleep.

How much sleep should a 40-55 year-old executive get? Few can cut their nightly allotment much under seven or eight hours and still maintain a sense of well-being. They are bound to pay with a shorter life expectancy and an increased incidence of degenerative disease.

In one of our studies, admen topped the list for restless sleeping. But the correlation of these restless sleepers and those who regularly do business homework is strikingly parallel. There are occasions, of course, when an executive must work on business matters at home in the evenings, but the executive who aspires to the full share of his life expectancy will prudently see that this homework is the exception, not the rule.

Hobbies, interests and extra-curricular activities are invaluable but their benefits can quickly be defeated for those who become overly in-

By Harry J. Johnson, M.D.



Dr. Johnson is senior attending physician at French Hospital (N.Y.) and president of the Life Extension Foundation, a non-profit organization dedicated to research in the field of preventive medicine. He is also medical director of the parent group, Life Extension Examiners, which gives health exams to thousands of executives a year.

volved. This is especially true in community activities which can become a chore for the person who has trouble saying "no." Soon he finds himself dragging out each night to this or that meeting, making progressively fewer contributions to each. When this happens our executive friend should sit down and re-evaluate his life and decide what is and what is not important.

The length of life is often in direct proportion to body weight. Although the incidence of overweight among executives has steadily declined in the past decades largely through a growing awareness of the dangers of obesity, eating too much is still an executive bad habit.

Business luncheons, the expense account and out-sized appetites all invite an unnecessary accumulation of weight which is a predisposing condition to heart disease, high blood pressure and diabetes.

Admen as a group, studies show, are less inclined to obesity but they are most certainly exposed to its cause, for they report the second highest frequency of business luncheons. Perhaps their tense and wirey make-up affords them some degree of immunity, but they should nevertheless be alert to the dangers of overweight.

Ten per cent of the entire 6,000 executives regularly have a cocktail at luncheon, but 35% of the ad executives have apparently convinced themselves that they need a regular lunch hour drink.

This, of course, is nonsense. The cocktail at lunch should be eliminated completely. It serves no earthly purpose and actually interferes with efficiency in the afternoon. It slows down mental function and physical activity. On the other hand, a cocktail before dinner is good medicine for the healthy executive for it settles him down, relaxes him.

Attitude plays a significant role in an executive's well being. It can materially influence the degree of fatigue from his job. Enthusiasm and optimism can help lighten any burden.

We recognize that creative persons tend to be more restless and more emotional than others. These characteristics doubtlessly contribute to their ability to create. Since advertising, for the most part, is a creative profession, perhaps, then, we might accept the greater degree of acuteness of attitude among admen. Yet we know that this trait deprives many from the full sense of well-being and measure of health to which they are entitled. It causes them an unnecessary amount of worry.

More advertising executives than other executives, according to the 6,000 study, have office problems, more have home problems and more have financial problems. And when they come in for their annual health examinations, almost two out of three (62%) whose examinations prove them normally healthy register some health concern which is disturbing them.

A great deal of this anxiety is born of tension, to be sure, for admen report almost twice the incidence of tension in their jobs as all executives surveyed. But it is the man who is tense, not the job. It is the man who must admit to his tension and overcome it through a revision of habits and attitude.

Executives tend to smoke more cigarettes than other workers. Two-thirds smoke over a pack a day. If a smoker is a tense person, he smokes more, e.g., 70% of the advertising executives smoke over a pack a day.

Cigarette consumption in that quantity is definitely excessive and, as with food, alcohol and exercise, all excesses must be discouraged

if well-being is to be maintained.

Although the evidence thus far is inconclusive, there is certainly considerable suspicion regarding the relationship of lung cancer and excessive cigaret smoking. The tie between coronary heart disease and excessive smoking seems definite. Thus smoking should be discouraged and where there is evidence of heart disease or an ulcer, there should be no smoking.

Finally, regular vacations are essential for continued well-being of the ad executive. There are some who feel they just can't get away, that they must stay on the job. They are only hurting themselves.

Actually, vacations are an investment by industry, not an expense. The change in routine and environment increases the executive's usefulness, efficiency and life expectancy. Practically, the executive should have two vacations a year — three weeks in the summer and two to three weeks in the winter.

Whatever the field, there is no unusual health hazard to the job of executive as compared with any other kind of job. The problem for all executives is in their living habits as compared with those of the average worker. The worker gets more sleep and exercise, generally takes better care of himself and certainly dissipates less.

Extra curricular demands on his time deprive the executive of the rest and relaxation the manual worker enjoys and the executive's higher income bracket allows him greater luxuries which frequently interfere with good living habits.

With more attention to the basic principles of healthful living many of the ad executives who now labor in sub-standard health might find a renewed zest for living and a feeling of security and assurance which comes only with positive health. ♦



Advertising To Industry

by scotty sawyer

Let's not get cute

This columnist doesn't go along with the recommendation made by Haze Morse of the ABP (during a speech in Toronto) to the effect that business papers start selling glamor in the form of merchandising gimmicks.

Deploping the fact that business papers remain tradition-bound while consumer media are adopting supermarket techniques, he suggested selling "adcitement" as well as ad space.

"The most sacred thing in the legitimate business press is the rate card," he said. "The biggest sin we can commit is to sell cut-rate. Our code permits no wheeling and dealing; no specials; no premiums; no two-for-one sales; no money-back guarantees."

But why not? he asked, and cited recent newspaper ads in advertising trade journals. "Read the newspaper promotion ads and note the South Bend Tribune's 'Big New Discount' headline. Read the Allentown Call-Chronicle ad offering 2 to 20% cash discounts. 'No Contract Required.' 'No Space Obligations.' 'No Year-End Surcharge Worries.'"

"Bear in mind that the *READER'S DIGEST* is now offering bleed for free and two-color ads for the price of b&w. Men's clothing and shoe manufacturers who place a page ad in *PLAYBOY* receive for free the same size space in *MEN'S WEAR* or the *BOOT & SHOE RECORDER*."

He didn't proposed abandoning the rate card. "So long as they are made out in the open and across the board, why couldn't we offer some space inducements and run

some sales?

"Consider the low-linage months, for example. Could a publisher make July 'Spread Month' and offer two pages for the price of one? And could another publisher make January 'Insert Month', offering to run any size insert at a 25% discount?

"And to go *PLAYBOY* one better, how about a merchandising paper offering to run a one-inch, one-column ad in *LIFE* for 24-page advertisers so that they can proudly proclaim, in their merchandising paper ads, that their products are 'Advertised in *LIFE*'?"

My reason for not buying Mr. Morse's suggestions is as follows.

The greatest thing that business papers have going for them is the fact that they are *needed* in people's businesses. Any suggestion that business papers are of less value at one time or another or that the value of communicating with such readers can be less than the established price for the space will perform a disservice to the business publishing industry.

Publishers must hold firm to the principle that the business paper is an extremely low-cost way of delivering messages to business markets. The price of the space is actually *low* in terms of the value to be gained (*if* the message is properly conceived and presented). Twenty dollars for a sales call on possibly only one man in a plant against pennies for advertising contact with a multiple of buying influences — is quite a difference.

Let's not cut-rate what is already a bargain.

Let's not hand an argument to

the man who *thinks* it's expensive.

And as for the Morse suggestion of running a one-inch ad for an advertiser in *LIFE* so that he can proudly proclaim "As Advertised in *LIFE*", that's getting close to chicanery. Too many advertisers already "proudly proclaim" campaigns in consumer media which are run for the purpose of *merchandising alone*, the amount of it being so slight that the effect upon the consumer is negligible. And that, in my book, is cheating.

Any publisher who takes him up on this will get the back of my hand right here in front of everybody.

Who reads business papers?

From time to time I am compelled by wandering doubts to suggest areas for investigation into the reading habits of the multitudes represented by business paper circulation statistics.

It has been suggested to me on several occasions that the business papers are read most avidly by individuals "on the way up" and least by men, having arrived, think they know their business so well that they have little need for technical information.

If that is true, then our advertising communicates most often with people who are the farthest away from actual purchase decision authority.

While ad-reading by lower echelons and younger men is not to be sneezed at, for preferences that become firmly entrenched well prior to buying action can pay off later, it would be disappointing to find that the men who have the most

"say" are the least approachable by advertising — or at least by business paper advertising.

Titles — or functions — declared on circulation lists are, most of us realize, quite meaningless. The "vice-president, engineering" may never crack the book, while "John Jones, engineer" may be just an apprentice.

In the best of all worlds, the man whose opinion is the most crucial would give the most attention to printed information, but this may not be so.

Has any publisher any reliable evidence to help answer the question: Whose ad-reading is the more intense — the man who most often makes the buying decisions, or the man who's ambitiously learning his trade?

Forecast with more foresight

A suggestion to industrial management and marketing executives: keep your eye on the new order index for industrial supplies and machinery issued by the American Supply & Machinery Manufacturers' Association.

This index (seasonally adjusted) reflects new orders for production tools, equipment, and supplies placed by industrial distributors with their manufacturing sources.

The index tends to "lead" the Federal Reserve Board index (also seasonally adjusted) of durable goods production, predicting downturns and upturns by several months.

Magazine selection criteria

REDBOOK did this, and that's a consumer magazine, but I wonder what would happen if a business paper made the same sort of study.

As part of a mail interrogation of advertising executives, the question was asked to name the three factors they considered the most important in selecting a magazine for consumer advertising.

Here are the results (answers accounted for by more than 5% of the respondents):

- Cost per thousand delivered circulation
- Selectivity of audience
- Good position for my advertisement
- Mass coverage

Good visibility

Presence of competitive advertisers

Editorial excellence, vitality, content, etc.

Absence of competitive advertisers

Compatibility with particular product, editorial, climate.

This is amazing to me, and I wonder how business papers would make out on the same questions.

"Cost per thousand" — the top-scoring answer — would seem to favor the publication "playing the numbers game." I would hope that not so many ad executives would be so naive as to vote for this one.

"Selectivity of audience" should rank high with specialized business papers.

"Good position for my advertisement" should not come up at all with business papers. We have all seen convincing evidence that position (outside of a few special locations which are charged for accordingly) is not much of a factor.

"Mass coverage" is, of course, at odds with "Selectivity."

"Good visibility" *should* be a factor. The makeup of business magazines does and sometimes doesn't aid ad exposure.

"Presence of competitive advertisers" is a criterion which is often frowned upon in advertising circles, but I would think twice or ten times about picking a publication where I could avoid my competitors.

"Editorial excellence" got only 16 votes out of 254! If that doesn't top the list in an examination of business papers, some heads should be examined instead. I'm astonished that so few consumer space buyers regarded it as important.

"Absence of competitive advertisers" — see above.

"Compatibility," in the case of business papers, is a must.

What's a "subscription"?

I happen to be emotionally wedded to BPA at the moment, by virtue of my chairmanship of that audit's board of directors, but I must agree most heartily with Bill (ABP) Beard's comment, in *his* audit's "Straight Talk", about nomenclature used in referring to business paper distribution methods.

It's worth quoting, for the bene-

fit of all who sell and buy space.

Bill starts out by reporting on a letter to him from an advertising manager who was objecting to "the apparently deliberate efforts of some business paper publishers to misuse or obscure" the meaning of words.

"What prompted his outburst is easiest explained by quoting from a letter he wrote the circulation manager of Paper X, a completely free book."

The following is lifted from that letter:

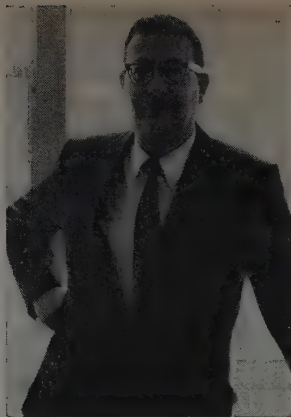
"I am attaching a free renewal notice you sent to our company... We most strongly object to your use of the words 'To continue your subscription.'" It is quite possible that if you look in the dictionary that the word 'subscription' might cover the receiving of a controlled circulation paper. However, as you know as well as I do, the word 'subscription' to a magazine in advertising parlance means a *paid* subscription. As buyers of a considerable amount of industrial space, we most strongly object to you trying to muddy up the waters by calling a controlled paper a subscription paper."

Then Bill continues: "There are a lot of words and meanings that get tossed nonchalantly about. Using 'circulation' and 'distribution' interchangeably, for example; *all* circulation is distribution of a sort. but by the gods, all distribution is *not* circulation. A guy on the mailing list of a free paper is hardly a subscriber, and to so pretend is pretty shocking. A subscriber and a reader aren't necessarily the same thing either."

I agree with Bill. It's hard enough to get people to distinguish between "controlled" and "free" without having some publisher add to the confusion by calling it a "subscription" when the magazine picks the reader instead of the other way.

There are plenty of arguments in favor of controlled or free or qualified circulation — whatever the BPA wants to call it — just as there are in favor of paid circulation. The "free" circulation publisher who calls it a subscription when the recipient doesn't actually "subscribe" (equal to "pay for" in advertising understanding) is not doing the cause of *his* circulation philosophy any good.

one



adman's

by lester leber

Ad of the month

Having recently commented on the crudeness with which some advertisers latch on to mother-love, this department takes special pleasure in citing the Pandora effort reproduced below.

Here you see a mother and two children in a heads-together pose that has dignity as well as warmth. It sets the tone for a magazine spread that could easily become mushy and maudlin but doesn't.

One of the secrets of its success is that the maternal element is visualized but not verbalized. The copy wisely eschews mention of the family portrait and talks about the product.

If the body copy had been blatant, the "gestalt" would have been destroyed. But it's as sensitively done as the photograph. The copy talks about sweaters for girls of every size — from the moment she's born to "no telling" . . . sweaters that delight your senses and your very good sense . . . that wear bet-

ter, look better, fit better and are easier to care for.

An intriguing omission worth the attention of those hard-hitting fundamentalists who cause so much dull advertising to appear is that nowhere does Pandora say anything about protection from cold weather.

The majesty of a loyal opposition

Several issues back a color spread for Ford station wagons was nominated for honors of the month. This prompted James H. Kennedy of Westport, Conn., to write that the same ad made him boiling mad because it "struck me as an obvious fake."

Mr. Kennedy's reaction once again demonstrates a point that becomes clearer with each passing day — namely that *any* outstanding advertisement is controversial.

If you search your own memory for ads that have impressed you most deeply or if you watch for

them in the future, you will probably find that they are the very ones that might annoy your neighbor the most.

Herein lies the reason so much advertising is banal and so much television programming is uninspired. When those who pay the bills think in terms of offending no one, they are least likely to produce anything with unusual impact.

So if you were writing "One Adman's Opinion," you would expect to have other admen dislike what you like and you would be encouraged rather than discouraged by hearing from them, which is why I am most appreciative when a TIDE-reader takes the trouble to write about his reasoned disagreement, as Mr. Kennedy did.

Time capsulated

Pity the poor railroads! Just a few decades ago they were the fastest means for going places. But today an automobile can beat the Twentieth Century from New York to Chicago, jet planes zoom across the continent while a train is pushing across a single state and rocket speeds are out of this world.

But there's still some spirit of temporal urgency left among the spiritual descendants of Casey Jones. The Santa Fe is now talking of its stopover in Albuquerque. "You'll see amazing things. Meet fascinating people. Relive history." And how long does it require to do this seeing, meeting and reliving? "When you step off the Super Chief you do it all in ten minutes."

Old product, new zip

In its business publication advertising Talon Zipper is telling two

...and it does more to keep you warm

a sweater is to wear...

Pandora

opinion

stories that at first glance seem to be at odds with each other. One is for Big Zip and the other for Little Zip.

As their names imply, the former is super-size and the latter is a miniature. Big Zip is intended primarily for jackets where its largeness makes for easier handling and Little Zip is for trousers where lack of bulkiness makes for better tailoring.

It's a classic example of maintaining leadership through specialized design and proper promotion. Few products seem less susceptible to change than zippers . . . but Talon found a way.

Fun, anyone?

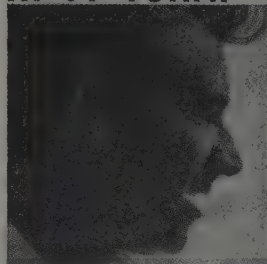
Elsewhere on this page you see Leonard Bernstein and a bald-headed man in a bathtub looking in each other's general direction. The former is peering out of an ad for Columbia Records and the latter is taking a bath for Scotch Brand Magnetic Tape.

Both are irreverent ads. "High-Fi Tchai" for Tchaikovsky's 4th Symphony and the nude musician for recording tape are whimsical touches in a heavy-handed field.

Most advertising directed to music-lovers is a grim affair. An amplifier claims "the infinitesimal harmonic distortion of 1/10th of 1%." A record company challenges you with "Serious about Stereo?" A record-changer is "an integrated, automatic, patented mechanism."

Granted that there is an audience that wants to know about technical details, there are still people who regard music as entertainment rather than engineering and it is good to see their existence recognized by CBS and 3M.

HI-FI TCHAI



Tchaikovsky's durable 4th Symphony was a hit all over again last season when Leonard Bernstein led a rousing performance of it with the New York Philharmonic. "Red-blooded, exuberant, exciting," was the New York Times' opinion. This new hi-fi recording of it shows how Mr. B gives new life and energy to a familiar "war horse."

Tchaikovsky: Symphony No. 4 in F Minor—the New York Philharmonic, Leonard Bernstein, cond. ML 6332 MS 6035 (stereo)

GUARANTEED HIGH-FIDELITY AND STEREO-FIDELITY RECORDS BY

COLUMBIA

© "Columbia," "Masterworks," "Maraca Bay," A Division of Columbia Broadcasting System, Inc.



"Any sound sounds best on 'Scotch' Brand Magnetic Tape"

Immortality, maturity

A few words of praise for two recent choices of words. First, Gray Audograph for a dictating machine operated by a battery that recharges when plugged in—it's called "immortal." Second, El Al Airlines for their jet-prop planes as against the newer pure jets—the former are "mature."

To each its own

One of TV's most effective demonstrations is Schick Power-shave's cactus and balloon. The only echo in print media is a tiny illustration and copy that reads: "For beards tough as cactus, skin tender as a toy balloon."

In magazines Schick wisely substitutes its demonstration device and tells a different kind of story. A recent gift ad showed a father be-

ing nuzzled by his daughter while the headline proclaimed: "The best reason to give him the new Schick comes *after* the shave."

You won't find many clearer expositions of an advertiser using each of these two media to maximum effect—TV for conviction through *motion* and magazines for desire through *emotion*.

Words at work

Knowing eyes hear the unspoken compliment when you serve a choice wine.

—Widmer's

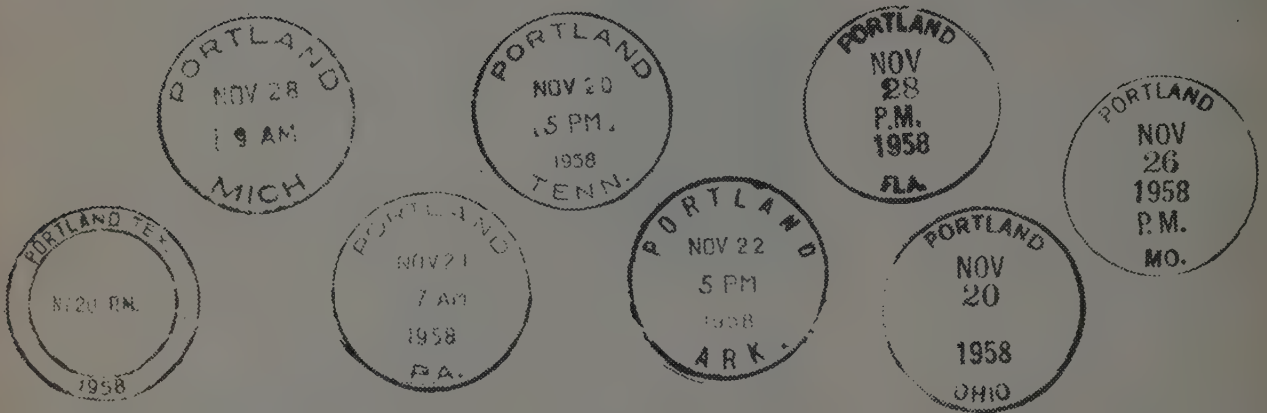
Play your way to the Mediterranean.

—American Export Lines
Gay and *carfree*, you relax.

—Coast Line Railroad
A spread so delicate, so tempting that lady guests mute their gabble as it passes.

—Gourmet Foods

Sell plenty of Portlands with Grit



... get balanced
national coverage

Conventional mass publications reach plenty of Portlanders, Maine or Oregon variety. But to reach plenty of Portlanders in 17 other states, you need a publication with concentrated small-town coverage. That's Grit . . . *only* Grit. With it to spread your story throughout 16,000 small towns the length and breadth of this nation, you help smooth out the metropolitan bias of the multi-

million magazines. You get the *balanced national coverage* essential to total marketing success. A small investment buys a big Grit campaign — and no other publication can do what Grit does.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco



New Products & Test Markets

The Home Improvement Products Show in New York's Coliseum last month exhibited many metal products which continue to take advantage of the ever increasing do-it-yourself market. **Reynolds** showed what it claims is the first permanently colored aluminum roof shingle (designed with the do-it-yourselfer in mind), and **Hunter Douglas** has a newly designed aluminum car port packaged specifically for the same market.

In plastics, **American Plastics Corp.** introduces an all nylon hinge it says will outwear conventional metal hinges; and **American Velcro** demonstrates its new plastic closure, "Velcro," which should be available to housewives next month. Its only apparent disadvantage is the ripping sound it makes when opened. Demonstration of Velcro includes dresses, diapers, trousers and even tourniquets. A possible replacement for the metal zipper they claim.



Foods. **Procter & Gamble** introduces to the New York area the **Duncan Hines** cake mixes in six flavors. National distribution should be complete soon, as the cake mixes move west and south. Advertising for the 19 oz., 35¢ package is through roto print and spot TV in the introduction areas. Agency: **Compton**.

Campbell Soup Co. tests its fruit soup in three flavors (orange, prune and black cherry) in Cleveland, Denver, Providence and Seattle. To be served hot as a soup or as an ingredient in sauces and cakes, the plans for national distribution and advertising are not available at this time. Agency: **BBDO**.

Under the new name, **Sugar Coated Corn Flakes**, **General Food's Post Division** has repackaged "Corn-fetti", will send the product off with promotion including a **Mighty Mouse** blow pipe premium, advertising on network show "Ruff 'n' Reddy" (NBC-TV). Agency: **Benton & Bowles**.

No plans are available yet for national distribution and advertising of **General Mills' Betty Crocker** chocolate cake roll mix which is being introduced with 4-color supplements and black and white newspaper ads in Cleveland, Hartford, Milwaukee, Oklahoma, Omaha and Philadelphia. The 15 oz. box retails for about 39¢. Agency: **BBDO**.

Nestle Co. introduces **Butterscotch Toll House Morsels**, sister product to the **Semi-Sweet Chocolate Morsels**. The 6 oz. bag retails for about 23¢. Test marketed in the Hartford area, advertising in black and white newspaper ads will appear as the product is distributed. National distribution should be complete by late Summer. Agency: **McCann Erickson**.



Drugs & Cosmetics. **Revlon** introduces a luxury-priced (\$12.50 and \$20.00) skin cream, "Ultima." Advertising includes a letter in the February issue of *Vogue* and continues with full page newspaper ads in major cities. Agency: **C. J. LaRoche**.

Johnson & Johnson goes national with "Clear Tape." Claimed to stick well and to stretch with the skin, the 39¢ dispenser was advertised in the February 21 issue of *SATEVEPOST* and will appear on Cheyenne and Sugarfoot (ABC-TV). Agency: **N. W. Ayer**.

Another new J&J product, "Baby Liquid Cream," an antiseptic lotion available in a plastic squeeze bottle, sells for 60¢. Advertising includes full page ads in women's and baby magazines. Agency: Young & Rubicam.



Household. Simoniz will introduce a new auto wax for all car finishes. "Instant Simoniz," a paste wax and cleaner in a push button can will appear in 4-color ads in the April issues of HOT ROD, MOTOR LIFE and MOTOR TREND. Further magazine coverage is scheduled later. Agency: Young & Rubicam.

Westinghouse has a new light bulb which is silica-coated and in a new shape designed to give more light and cut the glare spot completely. It's premium priced at a bit higher than the conventional bulb. Advertising will include magazines and the Desilu Playhouse network show (CBS-TV). Agency: McCann-Erickson.

Robeson Cutlery Co. (Perry, N. Y.) now retails a kitchen knife for \$4.95 that sharpens as it is being used. Sharpening results from a strip of tungsten carbide fused to one side of the knife's steel blade. Agency: Chas. L. Rumrill. (Rochester, N. Y.)

Diamond Match Division of Diamond Gardner introduces "the Old West," a new series of Deluxe Matches through billboard Advertising in Minneapolis and St. Paul. Agency: Doremus.



Miscellany. A fountain pen that fills with water and writes with ink is "Aqua Pen" manufactured by Universal Fountain Pen and Pencil Co. (Brooklyn). Introduced in the Indiana area and expected to be in the Chicago, New Jersey and New York areas toward the middle part of next month, the fountain pen will be advertised in local black and white newspaper ads in the markets. Cost: \$1.49; additional ink cartridges are 29¢ each. Agency: Rose-Martin (N.Y.)

Sensation Mower, (Ralston, Nebr.) introduces the "Sensation T-Bird," a two horse-power car that can be used by children or in industry. Retail price for the two passenger car: \$198. Agency: Bozell & Jacobs (Omaha).

Lif-O-Gen (Philadelphia) now nationally retails cans of pure oxygen as an over-the counter item. The ten to 20-minute supply is in an aerosol can and sells for about \$4.95 in drug stores. Advertising is through point-of-sale with the carton designed to sell the product as well as to explain its use.

JUST OFF THE PRESS -AND GOING FAST!

NEW 1959 AYER DIRECTORY

100,000 IMPORTANT
NEW FACTS NOT IN
LAST YEAR'S EDITION

The most complete book ever published on newspapers and periodicals—contains some 700,000 "live" facts in all.

No other single volume gives you so much information in easy "finger-tip" form.

With half a dozen other reference books before you, you still wouldn't have at hand all this information:

21,000 publications in the 49 United States, Hawaii and U. S. Possessions, Canada, Bermuda, Panama and the Philippines. Names, addresses, subscription rates, sizes, circulation figures, names of editors and publishers. Plus information on nearly 500 new publications not in the 1958 Edition.

Invaluable information about rail and air service, new keyed railroad maps of every state, new keyed airlines map of the U. S. and Canada; farm incomes, values, acreages; banking information; motor vehicle registration; TV and radio set ownership, TV stations in cities; telephone installations, etc.

Weekly, semi-weekly and tri-weekly newspapers listed alphabetically by exact location—state, county, town, with population and circulation.

Publications that reach groups with special interests, hobbies, occupations, religions, etc.

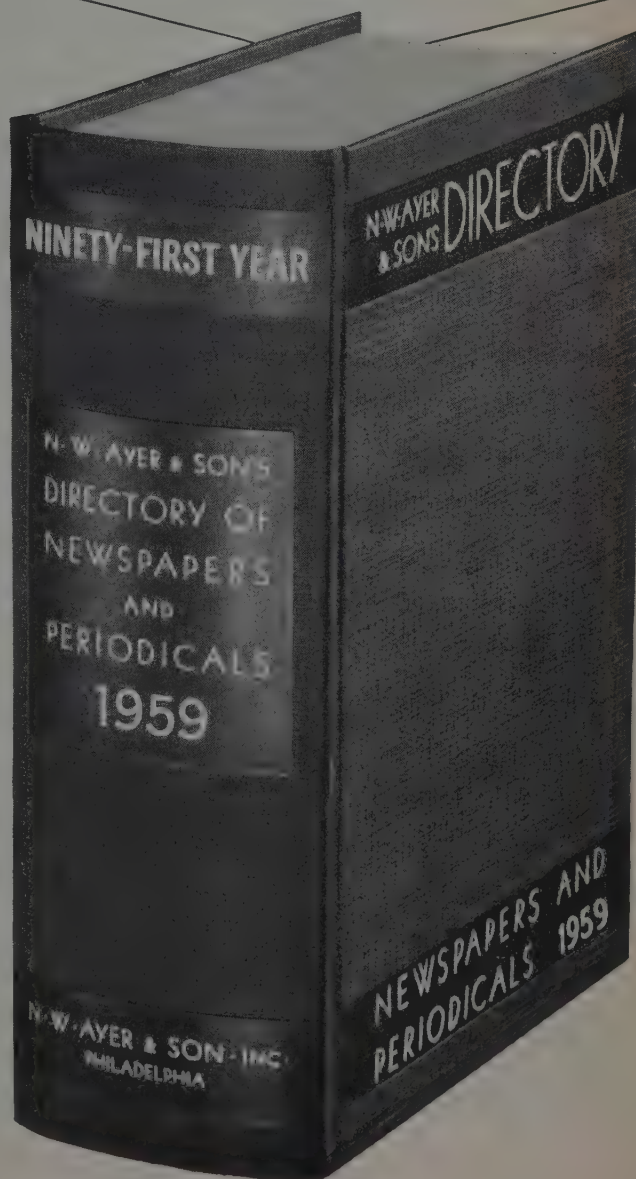
Reserve your copy now! This invaluable one-volume reference library saves you hours of research. Published as a service to those who need extensive, accurate, reliable information on publications.

Edition limited—\$30 (postpaid within U. S.). Order from N. W. Ayer & Son, Inc., Dept. T, West Washington Square, Philadelphia 6, Pa.

Send your order now.

A word of appreciation to those who ordered the 1958 Edition; our regrets to those whose orders came too late to fill. Last year's edition was sold out earlier than usual despite the largest printing in history. Please order your 1959 copy as soon as possible.

ENTHUSIASTIC USERS: Advertisers
Advertising Agencies • Bankers • Brokers
Business Firms • Public Relations Counselors
Publishers • Libraries • Government
Agencies • Schools • Colleges • Universities
Market Analysts





Wall

by Mike Hughes

The pistol on the wall behind his desk is now only a souvenir of the past for Paul Windels, Jr. It recalls the days when he often had to call on force to combat force while a federal prosecutor in New York.

Today Windels relies on reason, persuasion and, if need be, court injunction in his law enforcement task. The lanky 37-year-old native Brooklynite is regional administrator for the Federal Securities and Exchange Commission, charged with keeping the sale of securities fair and legal in the all-important financial district of New York.

Windels' major job, as he sees it, is to make certain that would-be stockholders can get to know all the facts before he decides to buy. And it is this assignment that most often has him locking horns with brokers, admen and publicity agents, alike.

In this *TIDE* series, investment brokers have suggested that if advertising men were turned loose on stock prospecti with all the fervor and glamour at their command, millions more Americans would be glad to plump down billions more dollars to finance the expansion of all types of enterprises. This in turn would spawn more product and corporate advertising.

Photograph by Nicholas Amplo

Street Looks at Advertising

SEC Regional Administrator Paul Windels Jr. takes a look at advertising this month. He explains the SEC's tight rules on stock offerings but he insists not all stock ads need be dull.

For a quarter-century, under the law, the SEC has made sure that every announcement of a new issue appeared in a rather baffling "tombstone" format. The SEC insists that the announcement not try to promote a security. The promotion, it declares, must be done only through a "prospectus."

The prospectus turns out to be a heavily factual and statistical tome.

Currently, the SEC has made headlines by threatening to crack down harder in enforcing Section 5 of the Securities Act of 1933, which forbids a corporation from doing or saying *anything* which might be construed as an offer to sell, before final registration of the offer.

SEC chairman Edward N. Gadsby once accused Ford Motor Co. of high-pressure tactics in promoting its first public offering, in 1956, at a good price. But he later apologized.

Windels explains the SEC policy of restraint. "No industry plays a more vital role, nationally and internationally, than the securities industry.

"Because securities are so sensitive, they are especially susceptible to sharp practices," he says. "Temp-

tations to gain on price fluctuations are strong."

"Product advertising brings together sellers and customers. The customers buy tangibles — autos, for example — of fairly obvious and provable value.

"But an auto company's securities are something else again. The value of its 'piece of paper' rests on strength of financing, patent position, labor relations, product styling and other factors. This value is vastly more volatile."

Mounting abuses in the sale of these "pieces of paper" during the Twenties, Windels explains, led to the launching of the SEC in 1933.

"The law requires that the prospectus itself be the initial sales medium, and that it must reveal, fully and accurately, all essential factors behind the issue. The prospectus may make no forecasts. It permits opinion only if based on scientific study by qualified experts, and they must sign their statements. It offers no scope for rosy hoping or educated hunches."

Windels insists, however, "a prospectus need not be drab and ugly. Illustrations may be used, if they are not deceptive. There's no

law against good clear writing in them.

"The prospectus itself also may get 'mass distribution.' The owners of the General Motors Building in New York not long ago published their's as an entire tabloid-size section in a Sunday edition of THE NEW YORK TIMES.

"Most distribution is still by mail, however. Once a prospect has received a prospectus, he may be bombarded the next day with literature carrying projections and opinions. But this material must go to the same individuals."

Windels sees no reasons why, if 5,000 people across the country are sent a prospectus, the same group cannot be invited to sit in on a closed-circuit TV follow-up.

The "crack-down" trend Windels regards mainly as SEC's effort to keep abreast of changing conditions.

"The securities industry is growing. In five years the daily number of transactions on the New York Stock Exchange, for example, has doubled. Probably 10,000,000 people now own shares traded on the score of exchanges across the country."



salesmen



perhaps these men can be your best salesmen!

They are Consulting Engineers in Private Practice

They may specify your product if they know about it. They are a most powerful buying influence.

Would you like to know how important a factor they are in your market?

Write for:

"Your Partnership with the Consulting Engineer."

CONSULTING ENGINEER

**Wayne near Pleasant Street
St. Joseph, Michigan**



The magazine read most by most Consulting Engineers in Private Practice



President Thomas J. Carroll: "If we can anticipate what's going to happen in the 60's and have the vision and courage of our convictions, we can give national advertisers our ideas."

Retailing in the 1960's

What will the distribution pattern be in the next decade? What are the new products and growing markets retailers seek? Here are some answers from the top executives of Frederick Atkins, Inc., New York buying office for 46 U.S. department stores.

In less than 10 years, there will be 30 million more Americans than there are today.

That prediction, echoed by marketing soothsayers everywhere, probably holds more promise and more problems for advertising executives than any other long-range forecast at present. And the need to adjust advertising budgets and strategies to the coming population explosion is most apparent, at the moment, though, at the retail level. Affected first by population growth and shifts, the retailer's long-range plans indicate what advertisers will have to do to sell tomorrow's new markets.

One set of retail executives with an eye on the future are those who run the New York buying offices for that bellweather wing of the distribution system, department stores.

Frederick Atkins, Inc. is one such "buying office", or "market representative" office as it prefers to be called, vitally concerned with the decade ahead. Says Atkins research director A. Gordon MacMillan, "We just finished a report. It showed

that the 18 year-old group will increase 47% in six years. Now that's a shocking statistic if you're building branches and you're talking about your junior business or your teen business. It will change the whole concept of how you lay out your branch store as to product line, size requirements and so forth."

A good reason for Atkins' growth consciousness is its recent acquisition of nine new department store clients, making its member store roster now 46.* Atkins now represents a network with approximately \$900 million total annual retail sales.

The 46 stores actually own the New York office, each store holding two classes of stock, A and B, i.e. voting and capital stock. Shares are based on sales, and a fee is paid each year to the New York office on the basis of the store's budget.

*New Atkins stores: Salt Lake City's Auerbach Co.; Denver Dry Goods Co.; Kansas City's (Mo.) Emery, Bird, Thayer; Memphis' J. Goldsmith & Sons Co.; Baton Rouge and New Orleans' D. H. Holmes Co., Ltd.; Little Rock's Pfeifer's; Ogden's (Utah) L. R. Samuels, St. Louis' Scruggs-Vandervoort-Barney, Inc.

Therefore, like a man chasing a bear so the bear won't chase him, Atkins president Thomas J. Carroll explains this ticklish position: "Years ago marketing representatives offices had to undersell or underbuy the buyer he was buying for, to justify the existence of the buying office.

"I think today an office of our type must have a more balanced approach to the future. [Carroll's office only spends 10% of its time actually placing orders]. It must be interested in new product development, in private brands, in unbranded merchandise, in item merchandise. It's only recently that buying offices have developed the approach that they should in order that manufacturers will come to us for information."

And the future, as Carroll sees it, hinges on stores retaining their identities, i.e. "images": "Each business must have an image and it must have a character and personality. If you try to be all things to all people you don't have the respect of anyone."

Retaining this "image" is easier



Home furnishings manager Richard Roy: "We here at Atkins were able to offer popularly priced stereophonic record players far in advance of others because of our research and working with the manufacturers."

to discuss than do. Every national advertiser, of course, wants top billing for his brand at the Atkins point-of-sale. Yet Atkins stores themselves have famous brand images in the localities they serve. The solution to this paradox, according to Atkins executives, is better cooperation between brand advertisers and Atkins stores — via Atkins in New York.

Two examples in home furnishings manager Richard Roy's bailiwick point up solutions to the impasse. Case number one: "On GE Telechron clock we would get advance information that GE is going to advertise nationally. We get that information first and flash it out to the stores. We say, 'This will be nationally advertised' and recommend to them that they start planning to tie-in with this national advertising & sales promotion."

Case number two, the other side of the brand image dilemma, goes like this: "We here at Atkins were able to offer popularly priced stereophonic record player to consumers far in advance of others because of our research and working with the manufacturers."

"Two years prior to getting on the market we had been down to the RCA laboratory for a preview. The lowest price they were going to have in stereophonic was \$129. We knew that the mass market was going to be under \$100. So we developed four numbers, all to retail under \$100, including a \$89.95 model comparable to their \$129 one."

A sidelight to this example of

Roy's points up just how thoroughly Atkins approaches marketing. The first stereo record player they developed was tested in an Atkins store and found lacking. Atkins then reworked the model and tested it again four weeks later. The result, in Roy's words: "We had a machine that retailed for \$100 with the same quality and good features to it as machines selling for twice the price."

Atkins, then, not only pays lip service to "total" or integrated marketing, but actually practices it. This obviously is good for Atkins stores, although in the eyes of manufacturers Atkins can be a saint or a sinner. But as in any executive relationship, familiarity is more likely to breed sales than contempt.

One Atkins executive, ready-to-wear manager Clayton Zahn, reaffirms the importance of Atkins-manufacturer cooperation, showing how this can, in fact, bolster the image of the individual stores. "In too many cases the national manufacturer and his agency does not see fit to contact the local level to get reactions or opinions. Fiber-glas is the only manufacturer I can think of that's come to us to ask our recommendations on advertising & sales promotion beforehand."

"Most of the sales promotion stuff received by retail executives from the agency is just dumped in the wastebasket. It doesn't fit into their pattern — their store's personality."

"Of course, timing is also important. Take the chemise for ex-

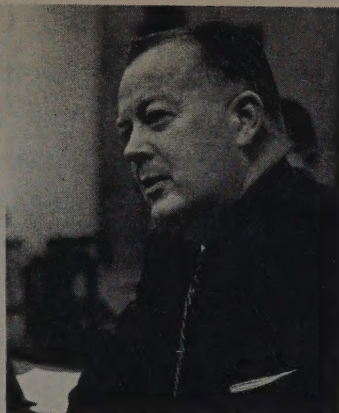
ample; start of a horrible death. Anyone planning advertising last year in May or June on the chemise is in very bad shape now. So the longer the time lag, the greater the risk." (Atkins knows this full well because its own yearly promotion, sparked by an advertising insert in the August issue of SEVENTEEN, must be planned nine months in advance. It is financed via cooperation with national advertisers.)

Another Atkins executive, basement manager Rudolph Mattolla, is equally vocal on the importance of being earnest in advertising. Says he, "As far as media are concerned, I would say I spend 60% to 70% of my time reading or listening for business rather than pleasure. In TV for example, this Bert & Harry Piel campaign is a real typical example of creative advertising that set a pattern that has been followed. Occasionally something of that type can be applied to department store advertising."

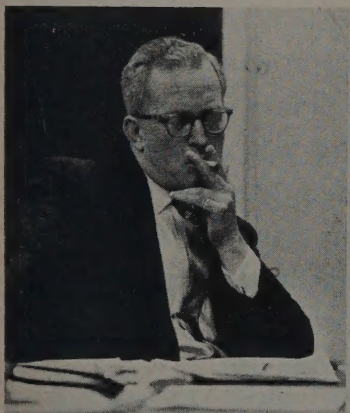
"We do a reporting job on advertising here at Atkins. For instance, Macy's white sale advertising does an outstanding job of presentation, and that becomes a very effective tool that our stores can use. We pass all that information along."

But Atkins' marketing interest in its member stores doesn't, and won't, stop with the sheer mechanics of disseminating market information.

Perhaps one day the New York office of Atkins will be not only the marketing touchstone for its 46 store network but also the buying office, in fact, this may be true for



Research director A. Gordon MacMillan: "We can miss the boat. Retailers were caught napping 10 to 15 years ago. They didn't adequately anticipate population growth. They were basing their programs & plans on what happened the year before."



Promotion director David A. Taylor: "The amount of information we send out to the stores increases each year, and it should continue to increase. The volumes of information are our main responsibility."

all the departments of all the stores.

With the U.S. population exploding, the move to suburbia, increased competition — today few buyers in the stores really have enough time to devote to the actual buying of their merchandise.

Such speculation notwithstanding, Atkins must direct its efforts today and in the next few years toward helping its stores buy with as much market intelligence as possible.

Says promotion director David A. Taylor, "We're definitely not a buying office per se. Buying & research would be a more technical term for the services we perform for the stores."

The primary concern is to cover daily all the districts of Manhattan for both soft goods & hard goods, since most Atkins stores are full-line departmental operations (as opposed to specialty stores not handling furniture and appliances).

But Manhattan is not the only beat for Atkins market representatives. For example, as home furnishings manager Roy points out, "There are two major marketing areas for us: High Point [N. C.] and Chicago. We have our representative go to the High Point market a week in advance of the opening. When the buyers arrive, our representative is then able to give them a complete market report. Also, he'll make forecasts and predictions to the buyers."

"Then later, from the reports we get from the stores as to the things they're selling, we pass the information along to other Atkins stores in the form of 'Best Seller' reports."

In line with this, promotion man Taylor says, "We circulate more information today [5,000 bulletins a year] than ever.

The amount of information we send out to the stores increases each year and it should continue to increase. The volume of information

is our main responsibility."

Obviously, Atkins performs as clearing house, gathering information from the markets, disseminating it to the stores, and then telling each store where it stands in relation to others in the Atkins network.

This latter phase, the intrastore information service, is masterminded by research man MacMillan. To accomplish his mission MacMillan maintains accounting sheets with a par established for all departments in the Atkins network. By balancing each department's "net contribution" against gross margin & cash discounts a department buyer has a relative picture of where she (or he) stands.

Under this same accounting system MacMillan also has data on such vital statistics as sales per square foot, discounts on co-op advertising with vendors (national advertisers), direct mail and salesperson expense as charges against



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Basement manager Rudolph Mattolla: "Here at Atkins we do a reporting job on advertising. For instance, Macy's white sale advertising does an outstanding job of presentation, and that becomes a very effective tool that our stores can use."

departments, etc. MacMillan really is driving at an efficient system for giving Atkins management a statistical glance at the state of its business.

"Unfortunately," says MacMillan, "this is not so easily obtained for a very important segment of our business — the branch store operations. Here the distribution pattern is changing to a greater extent than in our normal department set-up in the downtown areas. Sports clothes, for example, may sell far better in the suburbs.

"Nevertheless, we need departmental 'net contribution' information so we can determine whether to open a branch. Yet in just one factor, for example, advertising, we can see that the contribution of the parent store fogs the picture because of overlapping trading areas.

"Therefore, we've worked out a system for adjusting the inequities. We attribute general management costs [such as salaries, advertising,

buyer's travel expenses] according to the branch's percentage contribution to the parent store's sales. Thus, if a branch contributes less than 25% to total sales, for instance, we charge it with only 50% of those indirect management expenses." (Buyers seldom maintain offices at the branches; such remote control making for these accounting problems.)

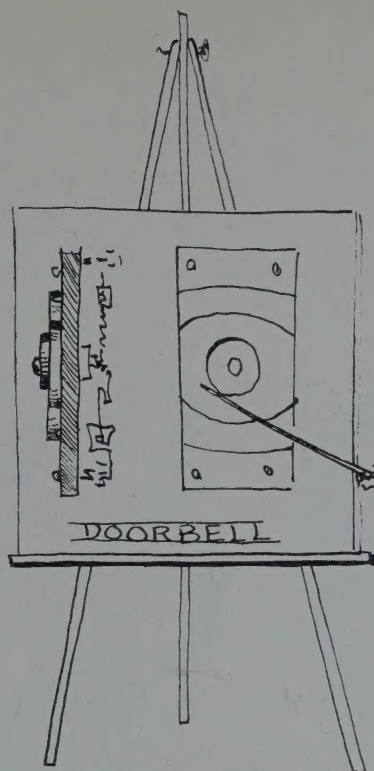
MacMillan goes on to point out that such accounting headaches must be dispelled. "As an example of how we can miss the boat" he says, "retailers were caught napping 10 to 15 years ago. They didn't adequately anticipate population growth. They were basing their programs and plans on what happened the year before. And they're going to make the same mistake again in the 60's because they're not planning long range right now."

Obviously, Atkins itself doesn't want to be left at the post. In the words of president Carroll, "If retail

executives are satisfied with their approach of yesterday than they're not reading, not attending any lectures or seminars. They're not stimulated. Their vision is warped. The only way you can make progress is to have vision. You have to have faith in the future."

This bit of speculation notwithstanding, it's apparent that Atkins at least is out to expand its burgeoning retail empire with injections of keen marketing insight mixed with long range planning. Says Carroll: "We must study, analyze and interpret research with regard to social and economic trends.

"If we can anticipate what's going to happen in the 60's and have the vision and courage of our convictions, we can give national advertisers our ideas. By swapping these ideas we will make it possible for them to come up with new products and new programs that will satisfy those demands." ♦



This
is
a
doorbell...
now
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I
want
to
tell
you
is...

How to ring 6,000,000 doorbells

Ring the nearly 6,000,000 doorbells of First 3's reader families as the vital first step in ringing up new sales records in the 3 top markets of New York, Chicago and Philadelphia—where the pre-selling of millions of heavy-spending customers through advertising combines with the mass sales volume of giant self-service super markets to account for

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